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contents

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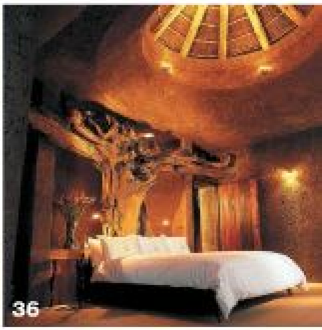
TRENDS, FASHION & INSPIRATION



THE BASICS

4 **first word**
Letter from the editor

6 **design pulse**
Our publisher reports on industry events

8 **news briefs**
Industry news and trends

16 **bath trends**
Meeting luxury demands

18 **waterworks**
Clean lines on modern sinks

28 **green focus**
Sustainable products

32 **first looks**
See what's developing in the world of hotel design

42 **window treatment focus**
Dress windows in style

FEATURES

10 **STRAIGHT TALK**
DESIGNER ROUNDTABLE: Designers discuss what's on their minds at HOTEL DESIGN's annual roundtable

22 **TRENDLINES**
GREEN: More than just a fad, eco-friendly hotels are a necessary part of hotel design

36 **THE BEAUTY OF NATURE**
GREEN HOTEL: South Africa's Sabi Sabi Earth Lodge melds with the environment while protecting it

54 **GREEN INSPIRATIONS**
SPA: The Jala Spa at Hyatt Key West Resort & Spa gets an environmentally friendly makeover

64 **SIMPLE SERENITY**
INTERNATIONAL: Shangri-La Hotels and Resorts keeps a minimalist and Zen feel in its Xian, China, hotel

62 **form & function**
Modern seating sits well

70 **tech trends**
TV-based networking platform connects guests

72 **facelifts**
The latest hotel updates

76 **call for submissions**

78 **on the surface**
Surfaces make areas pop

80 **people watch**
See who's who in the design community

82 **up close and personal**
Thomas Schoos

86 **source list**
A guide to products showcased in this issue

90 **ad index**
A guide to advertisers featured in this issue

96 **signature projects**
Klip Collective

on the cover:
HOTEL DESIGN's roundtable participants

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Change and cheers

By the time you read this, the U.S. presidential election will have been decided (unless, God forbid, we end up in some kind of a procedural-induced stalemate like the 2000 election—remember the hanging chads?). And by now, I bet, you're exhausted and beaten down by weeks of stomach-turning stress as our financial markets experienced the most frightening freefall in a generation.

I know I've spent many a night fretting about my own financial future, and I imagine—unless you are one of the privileged few—you have, too. When the news first broke in mid-September of the impending meltdown, many of us were in Miami Beach, Fla., attending the annual HD Boutique show. In fact, I recall it was the day after I moderated our designers roundtable (see page 10 for a recap) that the fat really hit the fire, so to speak. If we had held that roundtable today, I would certainly question our participants about their plans to adapt to the changing economic conditions that most surely will affect their work and livelihood in the months and years to come.

Patricia Sheehan
Editor in Chief
psheehan@questex.com

And so, I'll ask you, dear reader: Has this crisis hit close to your home? Have your commissions or position in your firm or company been affected? How do you feel? What are you doing to cope? How will you work to guarantee your survival and prosperity in these challenging times? Drop me a line with your thoughts, rants or raves.

On a more upbeat note:
Mary, Mary! Congratulations to my colleague and Hotel Design founder, Mary Malloy. Mary recently was promoted to publisher, a well-deserved recognition of her passion and commitment to this magazine and the industry she loves.

Mary is one of the hardest working and truly gracious professionals in publishing. I should know: I've accompanied her to industry events, shows and sales calls and struggled to keep up with her as she works her magic. She has endless enthusiasm for our industry and has developed special friendships with many of the hundreds of designers, developers and vendors she's crossed paths with since she created this magazine five years ago.

Mary's on a mission: to make Hotel Design an even stronger presence in the industry than it already is. To that end, next year she'll spearhead its expansion in print and online. I look forward to a fruitful and fun collaboration as we move forward.

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CIRCLE NO. 147

Luster. Texture. Color. Bold. Polished. Urbane.

I had the pleasure recently of attending the Ohio Design Center Market Day in Cleveland.

And, while it was enjoyable seeing fellow alumni and staff members from Virgina Marti College of Art and Design (where I earned my degree in interior design), the true highlight was visiting with Jamie Drake and hearing his presentation.

Mary Malloy
Publisher
mmalloy@questex.com

Have you had the good fortune to attend a Jamie Drake presentation? He is an incredibly inpsirational designer. I heard Jamie speak last year at the Davis & Warshow showroom in New York. I knew I would find myself laughing, learning and once again falling in love with design through his presentation at the Design Center.

Jamie Drake's philosophy and his use of texture and color is sensational. I enjoyed all of the "Before & After" photographs from his celebrated interior projects—including a showplace for Madonna and the renovation of the Gracie Mansion in New York. The use of different textures (taffeta, crystals, beading) and the use of circles and curves with endless variations results in beautiful and polished projects.

Drake explained his use of bold color and "pattern-on-pattern" draws from his childhood when he first began drawing and coloring designed spaces. (See one of his many drawings that he features in his new book, at right.)

After the presentation, attendees enjoyed Drake's work on display in showrooms—his fabulous furniture collection for Lewis Mittman as well as his luxurious fabric line for F. Schumacher & Co. Those who attended the event received a copy of Drake's newest book, "Jamie Drake's New American Glamour." I love the new book and I think no coffee table should be without a copy!

JAMIE ON DISPLAY Jamie Drake's talent and vibrant personality were showcased at the Ohio Design Center Market Day event. (Top, left to right) Mary, Jamie Drake, Amanda Mittman of Edward Ferrell/Lewis Mittman and Jerry Puschel, president/C.E.O., F. Schumacher & Co. (Center and bottom) Jamie Drake at play.

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CIRCLE NO. 146

HD Boutique:

Designs were exuberant; mood less so

The same week initial reports of a national financial meltdown hit the airwaves, hospitality designers, developers and vendors gathered for the annual Hospitality Design Boutique Exposition & Conference (HD Boutique) in Miami's South Beach in mid-September.

While show organizers reported more than 4,900 attendees, floor traffic seemed lighter than in recent years and the vibe was markedly more subdued.

Informal surveying, however, found that both buyers and sellers were pleased with the pace and quality of transactions and relatively upbeat about business prospects. Overall, developers and designers spoke confidently of upcoming projects, both domestic and abroad. Some predicted a slowdown in development and construction by the third quarter of next year.

Sustainable products and practices dominated show displays and seminar discussions. In fact, a whole day was devoted to green hospitality. From carpet and fabric to lighting and casegoods, exhibits touted sustainable design solutions.

Designers, architects, hotel developers and product vendors networked at the annual Hospitality Design Boutique Exposition & Conference in Miami Beach.

On the trends front, bold colors (purple reigned), shiny and rich textures (metallics and patent leather) and large-scale prints ruled, while neutrals were few and far between. Casual furniture dominated the show floor, reflecting the blurring line between indoor and outdoor spaces. Lighting fixtures were big, colorful and highly decorative—pointing, perhaps, to a move away from cool minimalism to a warmer, more exuberant style.

Bath fixtures and furnishings featured more bells and whistles than ever before, as evidenced by multi-direction and multi-function showerheads, chromatherapy elements and customization options. On the technology front, flat-panel televisions with multiple mountings took center stage, complemented by an array of music and entertainment delivery systems.

Design innovator Roger Thomas, EVP Design, Wynn Design and Development, kicked off the conference with a keynote conversation that touched on the nature of luxury, the boutique appeal and the stories behind celebrated Wynn projects, including the new Encore (opening in December), described as "the stylish younger sister of Wynn Las Vegas."

In another session, designer Cheryl Rowley spoke to the importance of branding and the use of design as a branding element. "It's all about the brands," Rowley says. "Brands are bigger than ever." To that end, she illustrated how her extensive work with Kimpton Hotels helped to establish and grow its Monaco brand, based on the tagline "Every hotel tells a story."

"Stories create feelings; that's why they're told," Rowley says. With Monaco, "we were trying to establish feelings of comfort, welcome, wonderment, whimsy and novelty." *—Patricia Sheehan*

Calendar of industry events

INTERNATIONAL HOTEL/MOTEL & RESTAURANT SHOW
November 8-11
New York City
ihmrs.com

FLORIDA GREEN LODGING CONFERENCE
November 10-12
Gainesville, Fla.
floridagreenlodgingconference.com

GREENBUILD INTERNATIONAL CONFERENCE & EXPO
November 19-21
Boston
greenbuildexpo.org

SPATEC SPRING NORTH AMERICA CONFERENCE
February 18-21, 2009
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HOTELWORLD EXPO & CONFERENCE
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CIRCLE NO. 102

Straight talk

Globalization, green and generational influences were on designers' minds during HOTEL DESIGN's annual roundtable gathering

PHOTOGRAPHY / JEFFERY SALTER

Anthony DiGuiseppe, principal, DiGuiseppe Architect, New York

Raymond Neal, vice president, HKS Hill Glazier Studio, Dallas

Judy Seiter, designer, Hatchett Hospitality, Memphis, Tenn.

Faith Taylor, vice president, sustainability and innovation, Wyndham Worldwide, Parsippany, N.J.

Brenda Wulff, director of interior design, Cambria Suites for Choice Hotels International, Silver Springs, Md.

Designers, as a group, are hardly a shy lot. We can't imagine how they could be, and excel at what they do in a highly competitive business. It's a good thing, too, because their openness and outspokenness makes for good copy. This year's roundtable gathering once again was graciously hosted by The Sagamore Hotel in Miami Beach, Fla. The property is operated by Desires Hotels and managed by Frank Holtslag. The art-filled boutique hotel was a perfect backdrop for the discussion.

Hotel Design Editor in Chief Patricia Sheehan moderated the roundtable, which was sponsored by Front of the House, manufacturer of amenity and tabletop solutions for the hospitality industry. Here are a few of the highlights of the hour-plus discussion. For a video recap of the roundtable, go to *www.hoteldesignmagazine.com*.

The panel was joined by (far left): Mary Malloy, publisher and Patricia Sheehan, editor in chief, Hotel Design, and, (far right): event sponsors Simone Mayer, CEO and John Kelly, national sales manager, Front of the House.

"We design to a mindset and not necessarily an age group or a specific target group."

—Brenda Wulff

GLOBALIZATION

Hotel Design: Globalization offers both increased opportunities and challenges for hospitality design. Where are you seeing growth in international design work?

Faith Taylor: For us [Wyndham Worldwide] the Caribbean and Latin America have been tremendous in terms of the growth opportunity and the new projects we are seeing. The other opportunity for us has been Asia.

Raymond Neal: We're exporting a lot of our designs to Dubai; obviously that's a huge growth area, but also Latin and Central America and Mexico—particularly Cabo San Lucas and the Mayan Riveria.

Hotel Design: Those areas are particularly ripe for luxury work. How about for midscale projects?

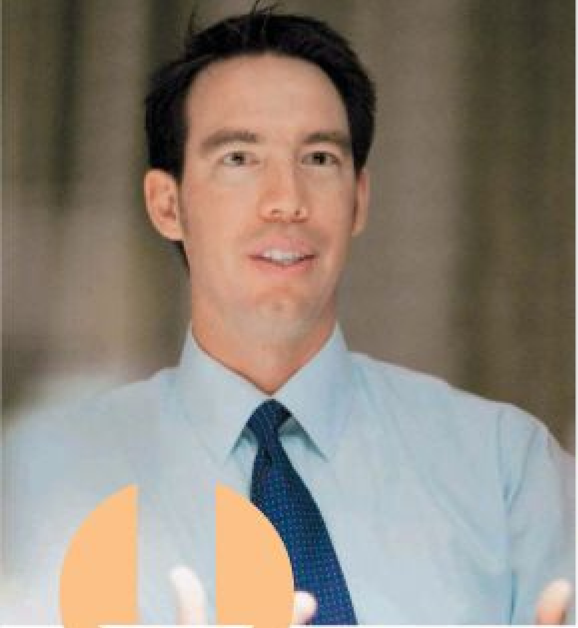
Brenda Wulff: We are a new brand [Cambria Suites] so we have seen our first hotels being built in the Midwest and Southeast [U.S.]. We also have projects that are going to approval in Canada and Mexico and we are hoping to expand into Europe.

Judy Seiter: I am doing hotels all over the country and doing more midscale hotels.

Hotel Design: What are some of the challenges and opportunities of working offshore, especially when considering opening a branch office, and dealing with foreign building standards and cultural differences?

Raymond Neal: We are doing a Four Seasons in Tunisia and we are working with a Tunisian architect and French clients, and the biggest thing is trying to interpret the local codes and how all those things that usually "messy up" our design affect the architecture and the interior design of the project. I thought California was unique: We had to corner that market with all its weird code provisions but French design is really an interesting thing.

Faith Taylor: I will also say sourcing product. When you design in another country you have to look at where the product is coming from. So if you are trying to import, you basically increase your cost exponentially



"We focus on cultivating our own talent, growing our talent in-house. I think keeping talent is keeping them interested."
—Raymond Neal

so then you have to source your product locally and how do you still get that design for the same cost in that market? That's a big challenge. You have to really look at alternative materials and try to interpret them.

DESIGN-SAVVY GUESTS

Hotel Design: Let's speak to the rise of great design across all segments of the hospitality industry. How are you designing for the increasingly savvy consumer, including the emerging Gen Y/ Millennial traveler, and how do these rising taste levels affect your work?

Brenda Wulff: We have a very smart, savvy customer out there. Cambria Suites is an upscale, select-service, all-suites project, and for Cambria it was looking at how can we make this product stand out? We don't want to be so different that it's not understood. Our brand strategy is we want to be authentic, so we want to deliver what we have promised those guests. We design to a mindset and not necessarily an age group, or a specific target group.

Hotel Design: So it's psychographics versus demographics?

Brenda Wulff: Exactly. It's interesting to visit properties after they have opened and listen to what people are saying. I saw a couple in their 70s at our media center sitting on our table chairs and they were talking to each other and saying, 'This is really modern, isn't it? This is really nice.' It's about developing a product that appeals to all, that is still very special and goes along with your brand strategy.

Faith Taylor: Absolutely, there is a halo effect. We target Gen X and Gen Y in terms of design, but the baby boomers love it. I think if the design is good, it doesn't matter—it transcends age. The other thing is the whole eco trend. We are finding that when we source, when we look at materials, we try to accommodate that in terms of the product, and people do respond to that. It may not be that they know this [feature] is bamboo, but they respond to the tactical element of the experience.

Anthony DiGuiseppe: Ease is probably the most effective way of saying it, because if you go into a room you want to know where everything is and how it works very easily. You don't have time to search to figure it out. I don't want to do that. I think that's what people are looking for.

Hotel Design: Seamless, intuitive design?

Anthony DiGuiseppe: Seamless, yes, and intuitive. I want to go into a bathroom that has good lighting. I am expecting it. People are very savvy about travel, and on the Internet you can see everything. So now people expect good design.

Hotel Design: Let's talk about this emerging trend we see of co-branding between hotel companies and design icons. For example, Wyndham and Michael Graves, the product designer; and Marriott's partnership with boutique guru Ian Schrager. Is this an important trend, and, if so, how best can designers leverage these relationships?

Faith Taylor: I think that co-branding is here to stay, but I don't think that's the only way you can design. I think that you have a portfolio where you can have co-branding, and then have traditional design and other design as well. I do think there is an opportunity to leverage the co-branding … for a certain targeted consumer.

Brenda Wulff: I think co-branding is really important; it lends credibility to your brand, and what Cambria has done is really focused more on product, instead of necessarily a designer that

"Developers are looking at bottom line costs. They see more dollars signs when you talk about sustainability."

—Anthony DiGuiseppe

has designed the whole package. I think that's what the Gen Xers are looking for, some way to associate the hotel with products that they are familiar with. So we have Wolfgang Puck Coffee, we have Bath and Body Works amenities, we have Bose sound systems. They recognize those names. So it's more about product co-branding that we have taken a look at, and we have been successful there.

SUSTAINABILITY

Hotel Design: What's driving the sustainability movement? Is it more hotel developer-driven or designer driven? And what green initiatives seem to be the most popular?

Anthony DiGuiseppe: I don't think it's developer-driven at all. I think developers are looking at bottom line costs. They see more dollars signs when you talk about sustainability. As soon as you talk about it, it's more designer driven. It's going to change when people start to understand that the more sustainable and more green you are, the less the operating cost. When you tell an owner that he is going to save money in his operations, and that money goes for the bottom line, that's where you get to save.

Brenda Wulff: The operating cost over the life of the product is much less, and there is a report that has shown that hotels that have reached LEED certification, or actually are green and have lower operating costs have sold at higher multiples, and they have already proven that.

Hotel Design: Is it easier to source green products? It seems there is a lot of clutter out there, a lot of talk about green products, but are they actually green?

Brenda Wulff: You balance it, so if we spend a little more money on pillows on our bed and our sofas now are from a company that makes the recyclable fabrics, yeah, it's a little bit more, but yet

"I think co-branding is here to stay, but I don't think that's the only way you can design."

—Faith Taylor

> "I think it's important to take [staff] to job sites. And I definitely enjoy taking them ... they get the feel of the property."
>
> —Judy Seiter

I save money on something else. So I kind of balance it out so it doesn't increase my per-key cost for FF&E. But it's really being smart, and really looking at those items that have the biggest impact and labels … [look at] lamps: to convince owners that if you just spend $6 for this bulb you will save energy—you really have to educate the owners.

Anthony DiGuiseppe: But you have to watch for greenwashing because there are a lot of companies that will say they are sustainable, and you have to really get down to the rooting of it, and say, "OK, explain to me why this is? Is it really [green] cradle to cradle? Or is it really just surface on a surface, or you are just doing it because you are trying to market it differently?"

DESIGN MANAGEMENT

Hotel Design: Let's talk a bit about the design team and its dynamics: How do you best manage a diverse group of designers in your firm or company? How do you recruit and retain talent in a high-demand, fast-growing industry?

Brenda Wulff: I think it's all about networking. It's really the design community, keeping in touch with people, when one moves from one company to another, and looking for people who are looking for different opportunities. It's tough. It's really hard to find that special level that you are looking for with X years of experience, and that they have hospitality experience. It's hard to find everything in one package. But we have found networking has been the greatest way to find the talent that we are looking for.

Raymond Neal: In a large firm, you obviously can't go out and just find 100 architects that have experience. So we actually focus on cultivating our own talent, growing our talent in-house, because we really do have those sort of needs. At that time you need five project architects with 10 years experience, you can't just go out and Google that quickly and find that.

Anthony DiGuiseppe: You can't just keep them in the office. They have to get out. I took my whole office here [HD Boutique]. I told them it is important that they come and experience it because they get a different feel for the industry this way. We get them to come on installations. Sometimes we do the installations. So they say, 'Well, we shouldn't be doing this.' I say, 'Yeah, but now you appreciate what goes into this.'

Judy Seiter: I think it's important to take [staff] to the job sites. And I definitely enjoy taking them to the job sites. I had an old bank building that we did in Montgomery, Ala., and converted it to a hotel, and I was there many times. But I took the designers there because I knew that they would get the feel of the property. It was the only way they could have done the building.

Faith Taylor: Retention is about value, right? And that they [staff] feel personally valued as a team player from going to the events, from being there on projects and being part of the process. They might not be leading the process, but they are part of the process. They are part of the team, and then you always want that education. We actually work with a lot of outside design firms, but they feel like they are part of our team. So I think that's always important for retention. At the end of the day, people don't leave because of money, they leave because they don't feel valued.

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CIRCLE NO. 134

Meeting luxury guests' expectations

There is no excuse for bad design or poor product selection in today's luxury hotel bathrooms.

There are plenty of creative and knowledgeable hotel design firms that have made today's baths one of the most important elements in the overall hotel guest experience.

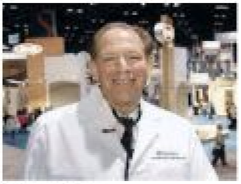
I have traveled the world recently: to Dubai; Abu Dhabi; Doha, Qatar; Macau; Beijing, Shanghai and Hong Kong, China; Bangalore, India; Western Europe; and across the U.S. I delight at seeing huge improvements and innovations in the upscale hotel bathroom.

Lighting in bathrooms and guestrooms still leaves much room for improvement. Give guests a nightlight in the bathroom with a light switch or they will leave the lights on all night with the bathroom door cracked open.

I would say there are not enough reading lights in guestrooms, either. There are never enough electrical outlets, so necessary in this highly connected information age.

Must haves

I have studied guest expectations when it comes to luxury hotel bathrooms based on normal property costs (perhaps not in New York or South Beach, Fla.) and came up with a list of expectations for a hotel with room rates in the neighborhood of $500 a night or more.



Peter Schor
Dynamic Results
pschor@dynamicresultsinc.com

Shower: Main showerhead, hand shower and body spray or a complete "shower column;" built-in niches for shampoo and soap; tile or better shower pan; thermostatic pressure shower mixing valve; steam shower with aromatherapy feature; decorative curved safety grab bars; towel warmer; and a good quality robe and hair dryer.

Bathtub: Twenty-inches deep with air massage system with chromatherapy (light/color); decorative safety grab bar; fast-fill tub filler.

Countertop: Double sinks with widespread faucets and high spouts; back-lit mirror; five-times magnification mirror with light for makeup and grooming; LCD television screen; toiletries of exceptional quality.

Other musts: Electric floor warming and a quiet ventilation system.

Marketing opportunities

Many of the bath products in the rooms can be sold retail by hoteliers in the gift shop or online. The most frequently sold items: magnification mirrors, robes, showerheads, toiletries and towels.

Hoteliers need to know that many bath manufacturers have creative rebate/reward programs if you market guests in discrete guestroom areas about the architectural-type products. These products include air massage tubs, steam baths, faucets, accessories and much more.

Peter Schor is a writer, lecturer, trainer and consultant.

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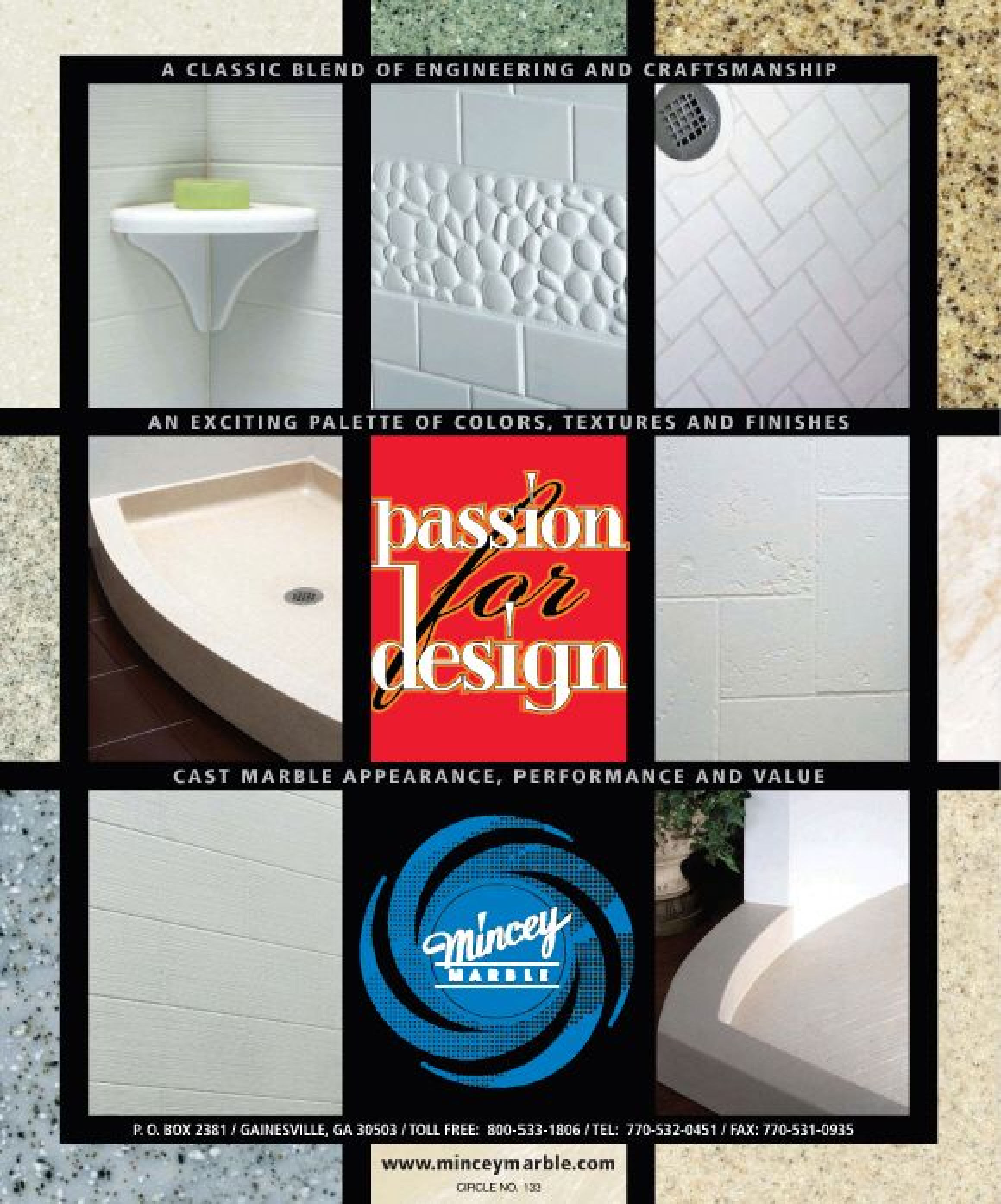
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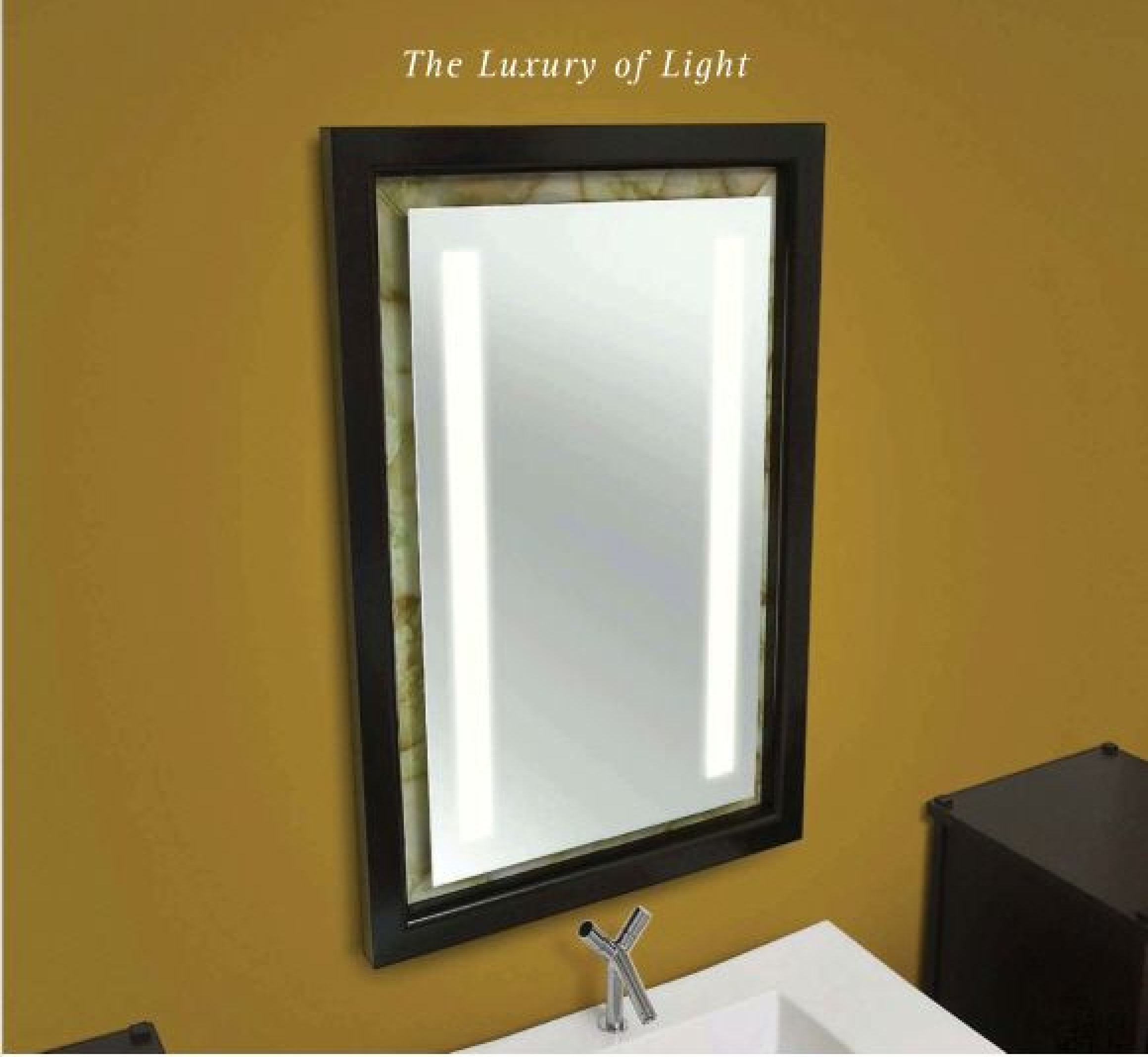

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CIRCLE NO. 130

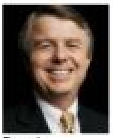
BY HEATHER GUNTER

Going green has shifted from a movement reserved for the granola set, to a feel-good idea, to a more attainable and necessary component of hotel design.

Developers are increasingly interested in green hotels, says Shaun Hannah, director of sustainability at WATG.

Shaun Hannah

Cliff Tuttle


Dennis Quaintance

"Some are looking at it through an economic lens with the idea that it is the right thing to do for their business, or that there could be operational savings by greening their facilities," Hannah says. "Others are approaching it because they feel it is the right thing to do for the environment."

Owners, however, have reservations with respect to potential cost increases that a green development may incur, he says.

Hotel owners don't see eco-friendly hotels as a fad; rather it is essential for their business, says Cliff Tuttle, senior vice president at ForrestPerkins.

"For example, group meeting planners now review sustainable operations when considering hotels," Tuttle says. "Hotel owners and operators are seeing the value of building and operating sustainable hotels with many technologies realizing a return on investment in as little as one year. When you add the savings up over an entire brand, it equates to quite a lot of revenue."

Dennis Quaintance is CEO of Quaintance-Weaver Management, which built and operates Proximity in Greensboro, N.C. Quaintance was also part of the design team for the hotel, and says if a hotel is designed optimally, the guests won't notice the differences in a green hotel.

"For instance at the Proximity, how can a guest tell if the hot water with which they are bathing was heated by the sun or fossil fuels? How can they tell that when they descend in the elevator that the elevator actually generates electricity? No one will ever complain at the absence of volatile organic compounds that can irritate eyes and are often known carcinogens," he says.

Quaintance says we can convert hotels and build new hotels that use fewer resources—in construction and operation—and actually increase comfort and luxury. "I guess this has not happened because of what I now consider an urban legend that the additional costs aren't worth it," he says.

WATG's Hannah says there is a huge increase in suppliers offering green products today, but you need to do your homework to see through any greenwashing.

"There are different reasons for selecting a product and different shades of green," he says. Considerations include: Does it possess contaminants harmful to occupants? Does it meet rigorous standardized industry tests? Does it contain recycled material or sustainable material? Can it be recycled or reused? Is it a local material? Is it energy intensive to make? Is it durable?

Proximity

The 147-room hotel in Greensboro, N.C., was built to LEED standards and uses 40 percent less energy and 30 percent less water than a comparable hotel. Building technology includes an elevator that captures the system's energy and feeds it back into the building's internal electrical grid, and 100 solar panels on the roof. Large windows take advantage of natural lighting, and low-VOC paints and carpet reduce indoor air contamination. Guestroom shelving is made of walnut SkyBlend particleboard from Roseburg that is made from 100 percent post-industrial recycled wood pulp with no added formaldehyde. Tabletops in the bistro are made of salvaged walnut, and room service trays are made of Plyboo bamboo plywood.

PHOTOGRAPHY: MARK FILE

The Nines

The 331-room hotel in Portland, Ore., part of Starwood's Luxury Collection, was designed by ForrestPerkins and is seeking LEED certification. The owner converted nine upper floors of the historic Meier & Frank department store. Energy-saving initiatives included sealing and insulating 600 existing windows and installing energy efficient mechanical systems to optimize energy performance at a rate of 26 percent less than code. Dual-flush toilets and water-conserving plumbing fixtures will save about 400,000 gallons of water per year. Low-VOC paints were specified for interiors. All housekeeping products will be certified by Green Seal. The $118-million renovation includes a skylight covered atrium, a restaurant and a rooftop lounge.

PHOTOGRAPHY: FORRESTPERKINS

PHOTOGRAPHY: WATG

Sasakwa Hill Lodge

Singita Grumeti Reserves Sasakwa Hill Lodge in Tanzania, Africa, consists of luxury safari lodges with spa, equestrian and other leisure facilities. A hilltop lodge was designed by WATG in the East African colonial manor home style with views over the Serengeti plains. The resort was positioned on the migratory route traversed annually by more than a million wildebeest. One- to four-bed suites are arranged across seven cottages. Each cottage has an infinity pool and private gardens. Half of all of the project's construction was done by local villagers, so the people were given the opportunity to develop new skills for use on future projects. The project was designed to merge with the environment in that the colors and building heights match the landscape. No trees were killed during the building of the project; some were moved, but they were replanted.

Fairmont Washington, D.C.

The Lexus Hybrid Living Suite was designed by Kelly LaPlante of Kelly LaPlante Organic Interior Design. LaPlante's design intent was for guests to feel as if they were stepping into a black and white photograph. The room features organic materials, rapidly renewable resources and recycled items, including bamboo flooring and low-VOC paint. LaPlante worked with local antique dealers to secure select pieces of furniture for reuse in the suite. Guests have complimentary use of a Lexus LS 600h L with the room package. First Finish, a sustainable renovation contractor, used local vendors to recycle demolished materials such as carpet and padding, metals and ceramic tile debris.

PHOTOGRAPHY: FAIRMONT HOTELS & RESORTS

PHOTOGRAPHY: THE CLIFFS PRESERVE

The Cliffs Preserve at Patagonia, Chile

The eco-luxury resort, which opened earlier this year in Chile, reflects Patagonia with its rustic yet elegant design. Interior design of the villas and clubhouse was done by Vicki Johnson of Puerto Varas, Chile. Six oceanfront villas and a 20,000-square-foot lodge, spa, restaurant, marina and stables are situated on the edge of 8,000 acres of rainforest along six miles of Pacific coastline. The villas were built with local materials, and each one features an outdoor tub that is wood-fired and continually stoked throughout the day. Custom-built furniture was made by community artisans. Vegetables are picked daily from the resort's organic garden. Guests receive a Nalgene water bottle upon check-in to eliminate use of plastic bottles within the property. There also are numerous community programs, including Vacation with a Purpose, which gives guests the opportunity to volunteer.

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PHOTOGRAPHY: SOLAGE CALISTOGA

Hyatt Key West Resort & Spa

The 118-room Florida hotel is certified through the Florida Department of Environmental Protection's Florida Green Lodging Program. An $11-million renovation by Morrison Seifert Murphy complements the resort's green goals with a spa-inspired, tropical-modern design. The property implemented a recycling program for guestrooms and public spaces; installed low-flow faucets, showerheads and toilets; and installed energy efficient lighting, including LED exit signs. A majority of the resort's decking was converted to Trex, which is a reclaimed wood and plastic material. Also, 5 percent of the hotel's energy is purchased from renewable/green sources.

PHOTOGRAPHY: GLOBAL HYATT CORP.

Solage Calistoga

The 89-room cottage-style resort in Mill Valley, Calif., features solar panels and exaggerated eaves to help moderate temperatures. Tall, shaded windows and doorways fill spaces with filtered sunlight and keep interiors cool. Earth-friendly interiors by Dowling Kimm Studios include furnishings made from sustainably farmed and recycled materials. Guestrooms feature walnut and beech furniture manufactured with non-toxic varnishes and wool upholstery. Natural accents include hemp curtains, stone countertops and pebbled showers. Public spaces and Spa Solage feature bamboo and reclaimed cedar, and interiors are finished with non-toxic, low-VOC paints. Housekeeping uses biodegradable and non-toxic Method cleaning products.

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Design & development

▲ BIJAO BEACH RESORT GOLF COMMUNITY

Panama

A 250-acre resort is in the works on the Pacific Coast. The Bijao Beach Resort Golf Community in Panama will offer guests home-style, comfortable living—at a vacation resort with views of both a golf course and the Pacific Ocean.

Font Designs, a landscape architecture firm, has been commissioned as the landscape architect and will be responsible for the landscape, hardscape and outdoor lighting for the residential community, the resort and the golf course. The golf course was designed by Ron Garl.

▲ THE RITZ-CARLTON CLUB, VAIL

Vail, Colo.

The Ritz-Carlton Club, Vail (Colo.) is being developed as the 10th Club property, with a scheduled opening for late 2010. With a proposed 45 fractional residences, the Bavarian-style property will be located at the base of Vail Mountain in LionsHead Village and neighboring the banks of Gore Creek. The Club residences will incorporate spacious two-, three- and four-bedroom floorplans ranging from about 1,300 to 2,874 square feet and will provide fully equipped kitchens with slab counters, and room furnishings will be inspired by a contemporary interpretation of Alpine-style architecture, fireplaces, coffered ceilings and hardwood flooring in living areas.

◀ HOTEL INDIGO

Pensacola Beach, Fla.

Adache Group Architects of Fort Lauderdale, Fla., and Pensacola, Fla., will design the new Hotel Indigo in Pensacola Beach. The hotel will feature colorful murals and rugs in public spaces, and these areas will change with the seasons through changing artwork, music, flora and other architectural elements. The property also will feature signature design elements, such as oversized lobby chairs and other social spots to create personal work, gathering or dining spaces in the public areas of the hotel. Guestrooms will feature plush bedding, hard flooring and spa-style showers.

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Design & development

▲ **NORFOLK WESTIN HOTEL AND CONFERENCE CENTER**

Norfolk, Va.

Jonathan Nehmer + Associates will provide architecture services for the Norfolk (Va.) Westin Hotel and Conference Center, a 302-room, 23-story property in downtown Norfolk. The hotel, which includes 13 suites, six floors of residential condos, 50,000 square feet of meeting space, two restaurants and a café, will break ground late this year and is slated to open in 2011. The project will cost $150 million. The property is being developed by LTD Management, Robinson Development and Fulco Development.

▲ **HOTEL MONROE**

Phoenix

Set to open in late 2008 as a rehabilitation project in downtown Phoenix, the Hotel Monroe received approval from the National Park Service for its Historic Preservation Application. The building, soon to become a 150-room boutique hotel, was erected in 1931 and is undergoing renovations to maintain its original Art Deco architectural elements in accordance with the Secretary of the Interior's Standards for Rehabilitation. The bronze door frames and grillwork will be restored or fabricated, and the existing marble flooring in the lobby will be restored and replaced as necessary.

▼ **ALBUQUERQUE HILTON HOTEL**

Albuquerque, N.M.

As it nears 40 years in the city, the Albuquerque (N.M.) Hilton Hotel is undergoing a comprehensive $14-million "greenovation" to incorporate energy and water conservation as well as develop a contemporary Western style. Plans for the exterior include a new façade with stacked stone pillars, a redesigned porte cochere and a covered walkway. The open area inside will feature dark stained wood floors and stone touches. Studio Southwest Architects is designing the hotel's exterior and lobby areas.

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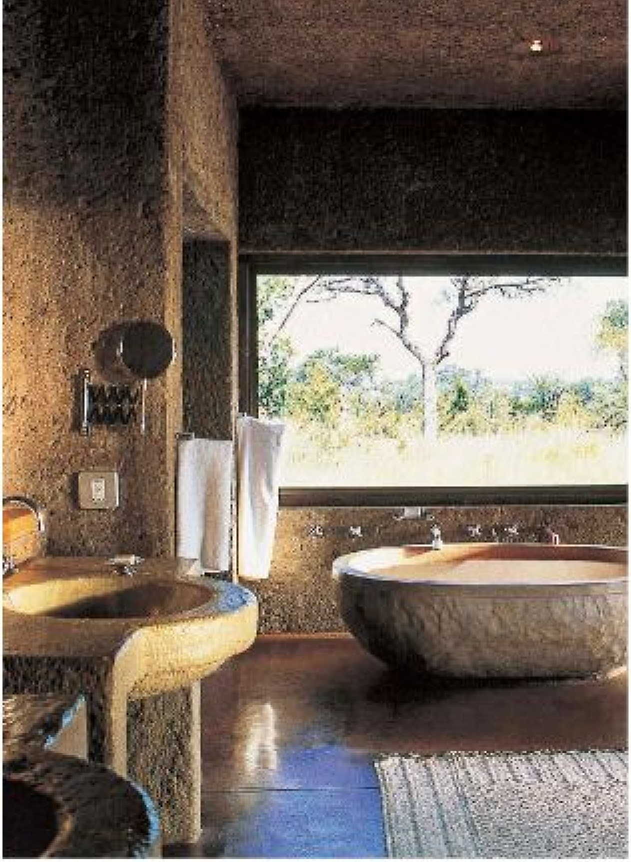
The beauty of nature

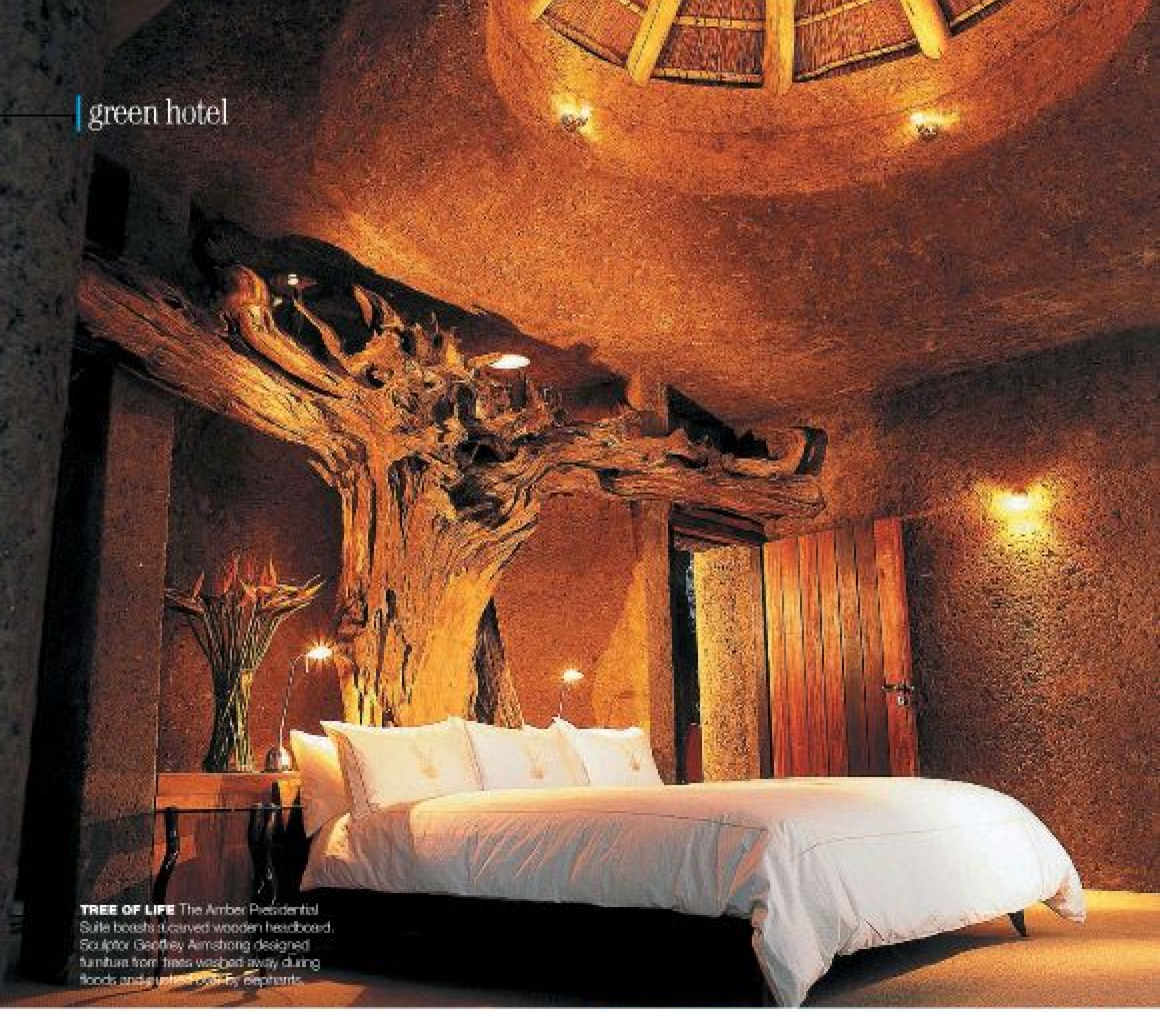


Get an up-close view of the great outdoors at South Africa's Sabi Sabi Earth Lodge

PHOTOGRAPHY / **SABI SABI PRIVATE GAME RESERVE**

A main aspect of going green is taking into account the native environment and local culture. At the Sabi Sabi Private Game Reserve in Mpumalanga, South Africa, the creators of the 13-suite Earth Lodge literally built into the environment to protect the local culture.

Jacqui Loon, co-owner of Sabi Sabi, architect Mohammed Hans and sculptor Geoffrey Armstrong joined to create a lodge in opposition to other area reserves, says



TREE OF LIFE The Amber Presidential Suite boasts a carved wooden headboard. Sculptor Geoffrey Armstrong designed furniture from trees washed away during floods and pushed over by elephants.

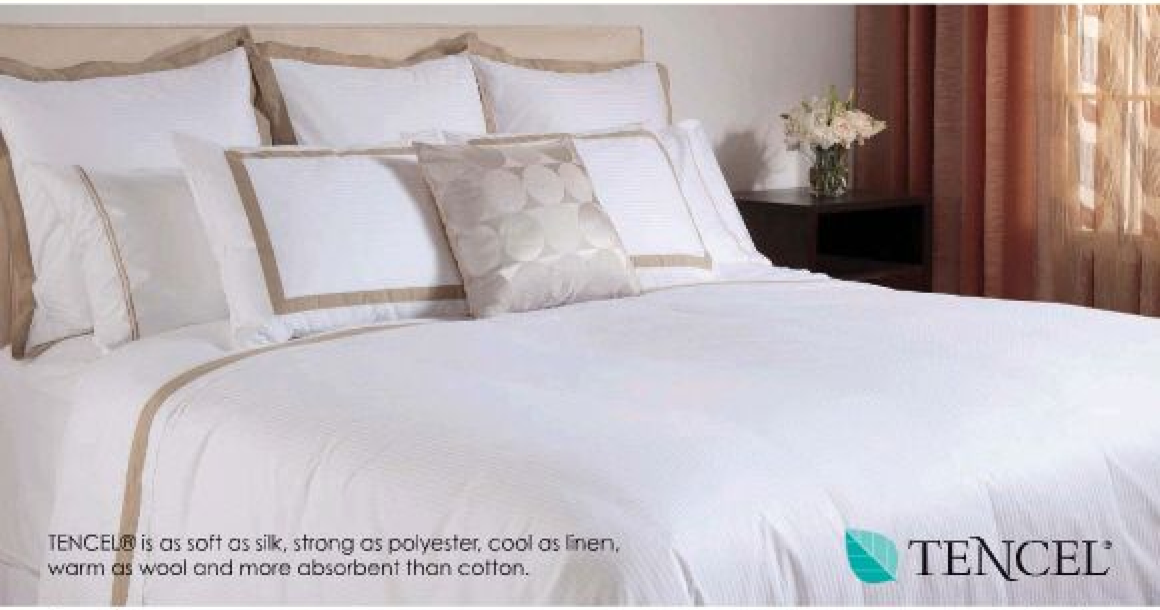
Hilton Loon, Sabi Sabi chairman.

"They purposefully set out to build a purely African lodge, shedding the influence of the colonial past which had resulted in 'Out of Africa'-type lodges complete with Morris chairs and mosquito nets," Loon says. "It was designed to create an ultra-luxurious lodge while aiming to touch the earth lightly." The reserve was created to "conserve a paradise of fauna and flora," he says.

And so they set out, inspired by earth shelter architecture from Europe in the Middle Ages, in which structures were built into the slope of the land and grass and plants were put back onto the roofs. "In this way, there would be as little disturbance to the actual site as possible, as the entire structure would blend into the environment so that it would be virtually invisible."

A thatch roof covered in a mud-like substance shelters the lodge from above, while its walls

A Reflection of Nature



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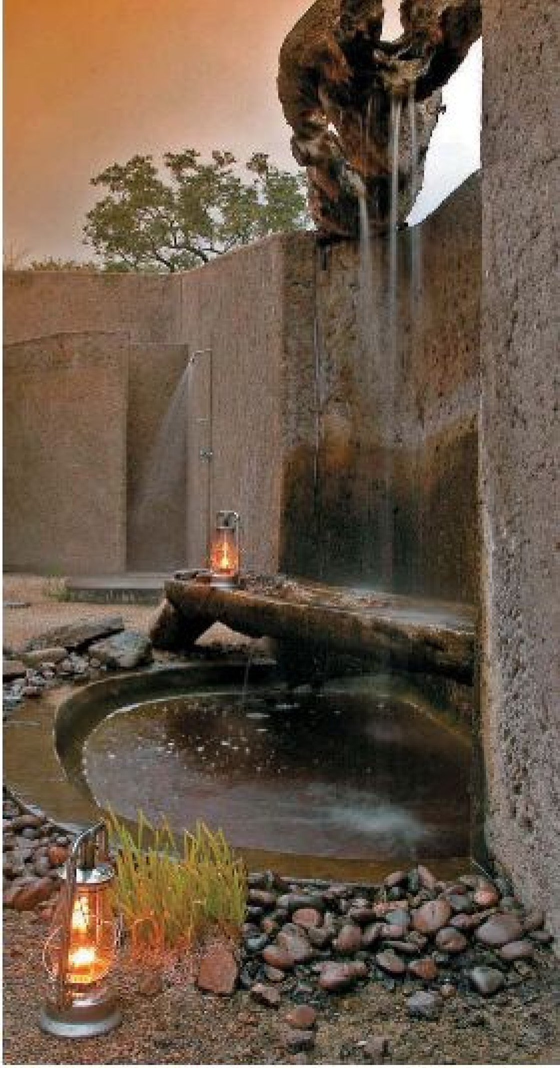


are a combination of sand, stone, thatch and cement, Loon says.

Inside, local artistry adorns the lodge, and each piece of furniture is viewed as a work of art. "To further celebrate the African Renaissance, we made a conscious effort to source the very best of modern South African design and materials. ... Utilitarian furniture such as chairs and tables were designed to echo animal or plant shapes," he says.

The environmental commitment paid off, both for the land itself and the reserve, which encompasses three other lodges: Bush Lodge, Selati Camp and Little Bush Camp. Sabi Sabi received the Imvelo Award for best water conservation program and was the first game lodge in South Africa to receive Fair Trade in Tourism certification, which partially judges on green standards.

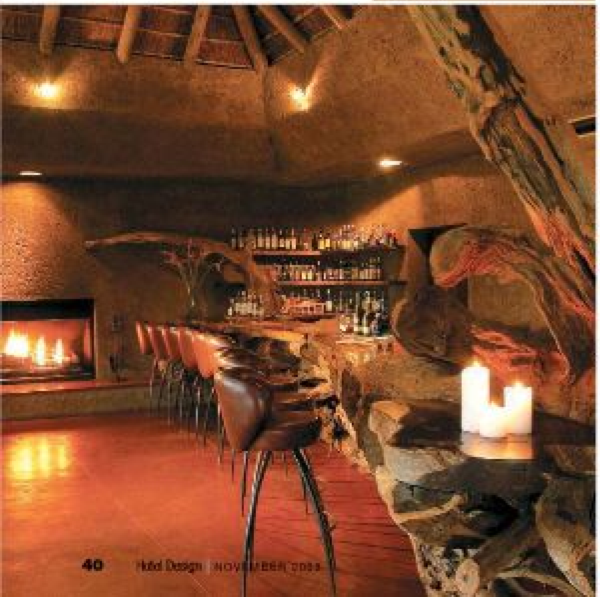
—Emily Hanna

PROJECT SPECS

Project: Sabi Sabi Earth Lodge
Timeline: April 2000 to March 2001; soft furnishings updated in 2006
Owner: Jacqui and Hilton Loon
Design Team: Jacqui Loon and Geoffrey Armstrong
Architect of Record: Mohammed Hans

SOURCE LIST BEGINS ON PAGE 86

FROM THE EARTH Indoor and outdoor features of the Earth Lodge are environmentally friendly yet luxurious. In the underground wine cellar, a table is created out of the trunk of a Tamboti tree. The furniture mimics animal and plant shapes, such as the bar chair legs that resemble rhino horns, and dining tables that look like water lilies.



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Jonathan Nehmer + Associates, Inc.

JN+A architect Scott Rosenberg addresses the challenge of hotel design from multiple angles. "Hospitality architects must understand all factors influencing hotel design: operations, brand standards and approval processes, construction costs and techniques, and market trends. Patience and a sense of humor don't hurt, either," says Rosenberg.

JN+A's latest project, the Westin Hotel & Conference Center in Norfolk, Va., is "a mixed-use architectural puzzle, one structure that contains a 300-room hotel, two restaurants, 50,000-square-foot conference facility, a nearly 600-space garage, and 12 residences." Designing the building to LEED standards increases the challenge for the 16-firm consultant team.

Rosenberg believes that using LEED criteria to guide design is good business. Economic conditions, combined with a growing sense of environmental responsibility, are adding green design to every owner's "required" list. How? Economic corrections mean projects that make economic sense will get financed and built, while poorly planned projects will not. Energy-efficient buildings have lower operating expenses and a higher ROI, creating higher values that outperform the market.

Westin Hotel & Conference Center in Norfolk, Virginia

CIRCLE NO. 122

Brooke Pearsall, Managing Director of Design

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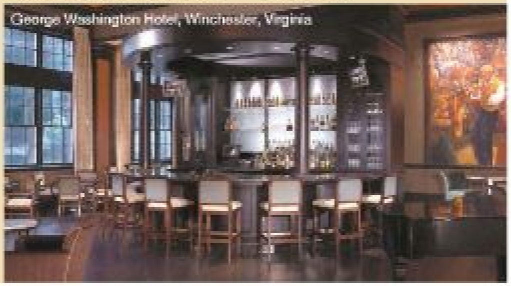
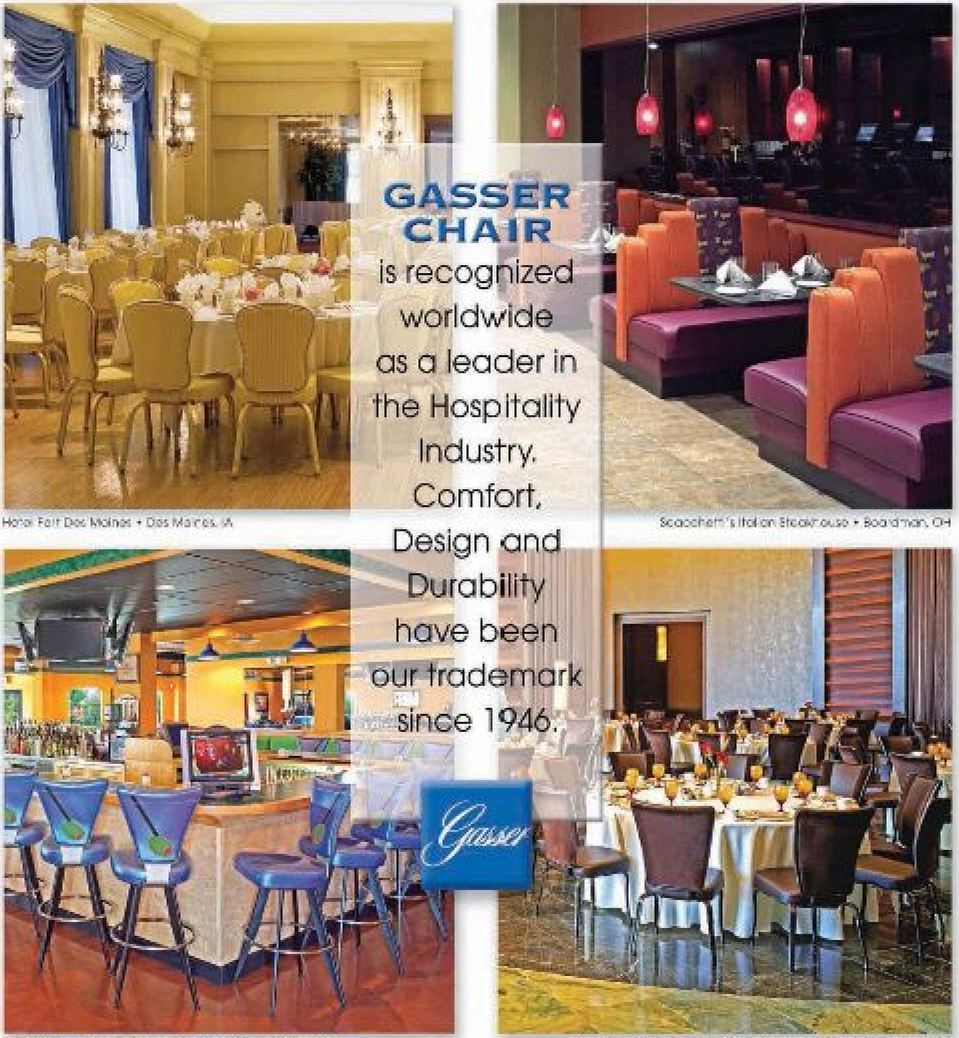
For HVScompass' Brooke Pearsall, cutting-edge design doesn't mean using what's trendy. "It's important to know the difference between a design that will stand the test of time and one that will quickly become kitschy," says Pearsall. "Hotel design generally follows fashion, but you have to maintain balance."

At the George Washington Hotel in Winchester, Va., the HV*Scompass* team got the balance just right. The sophisticated design blends historic elements of the original 1924 building with today's technology, providing modern luxuries and highlighting the hotel's unique history. The key, according to Pearsall, was not to get stuck in the past. "While history provides wonderful motifs for design, modern technology can be easy to integrate into historic projects."

No matter what the project type, the biggest challenge for hotel designers is creating a design that makes guests feel at home, stands up to commercial use, and emphasizes unique aspects of the property. Pearsall says, "Hotel guests must feel at home, entertained, and pampered – all at the same time!"


George Washington Hotel, Winchester, Virginia

CIRCLE NO. 119



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For over thirty years Kay Lang, President and CEO of Kay Lang + Associates has directed the interior design for four- and five-star properties that reflects her client's aesthetic vision. As an active principal, Kay Lang sets the design direction for all projects. Her firm has been lauded for providing creative and timeless hospitality solutions for Four Seasons, Ritz-Carlton, Mandarin Oriental, Hyatt and Fairmont Hotels & Resorts.

Kay Lang + Associates provide every aspect of hospitality interior design from programming, interior planning, FF&E selection and specifications to construction documentation and construction administration.

KLA's staff of thirty includes both interior designers and LEED-accredited architects with extensive experience integrating engineering requirements with interior design objectives.

Kay Lang + Associates is built on the guiding principle that the design process is a collaborative effort. We work closely with all members of the development team to produce enduring designs that exceed all expectations.

Twin Parks Residences, Taichung, Taiwan and (bottom) Ritz-Carlton Key Biscayne, Florida

CIRCLE NO. 124

Hotel Indigo, Ontario-Rancho Cucamonga, California

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WCI

Jennifer Hatfield is principal and owner of WCI, Inc., founded by her in 1991 and based in Portland, Oregon. WCI was created to offer a unique resource for the hospitality industry, including design, procurement, project management and installation services. WCI has repeatedly been ranked one of the top 35 hospitality design firms in the U.S.

WCI's nationwide design projects consist of a variety of independent, franchised and boutique hotels, destination resorts, restaurants, lounges and spas. Current clients include Intercontinental Hotel Group, WorldMark by Wyndham, Red Lion, and McMenamins hotels, among many others.

WCI's enthusiasm for the hospitality industry translates into all stages of the design process. From the development of the client relationship to the execution of each inspired design, WCI thrives on the partnership between clients and the design team.

The Governor Hotel, Portland, Oregon

CIRCLE NO. 152

Lee Loveland, AIA

Group West Companies PLLC

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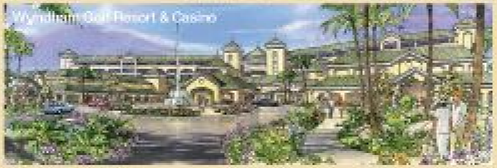
Group West Companies PLLC offers comprehensive, integrated architectural/master-planning design, interior design, and development strategies services. Founded in 1990, the firm ranks among the top architectural/interior design firms serving the hospitality industry.

Guided by the strong leadership of principals Lee Loveland, Eric Guion, and Paul Hamel, this exceptional company employs a knowledge-based, multidisciplinary team approach to projects and has built a loyal customer base by delivering innovative, aesthetically pleasing, functionally sound and cost-effective design solutions. Group West projects include gaming properties, resorts, spas, restaurants and unique hotels.

Group West understands that today, competition for guests' leisure time is an underlying hospitality planning and design consideration. Many of the firm's projects are broadly appealing hospitality destinations with the objective of increasing the potential market, and extending the length of stay of on-site guests.

Twin Pine Casino-Hotel


Wyndham Golf Resort & Casino

CIRCLE NO. 113

Brent Lynch,
Executive Vice President

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The Cliffs Resort, Pismo Beach, California

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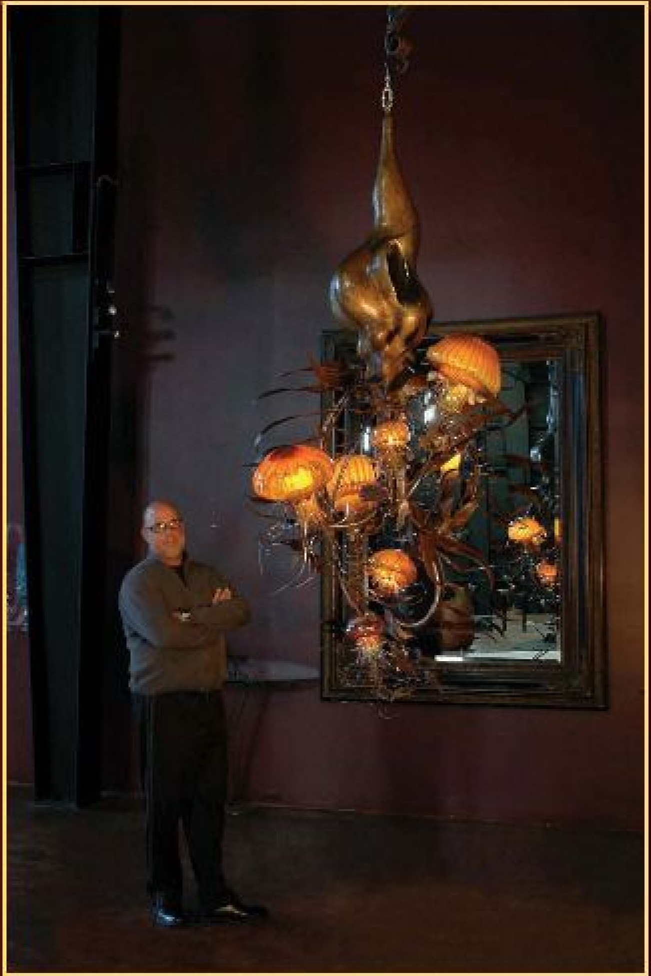

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DESIGN POOLE

Trisha Poole established Design Poole, Inc. In 2000 as an interior design firm. The vision is to embrace the future of design and technology as an opportunity to deliver unsurpassed creativity in trend setting form. The firm is committed to design and financial success of every project, keeping the client's vision and budgets at the forefront. Design Poole maintains a favorably diversified design portfolio with twelve awards with ARDA to date! Design Poole's professional services include interior design, graphic design and procurement. The primary field of experience for the Design Poole team is hospitality, including hotels, resorts, vacation ownership and restaurants. The company has the latest technology delivering detailed documents and highly polished presentations. The most sophisticated designs are communicated in user-friendly fashion, from computer-aided drafting to detailed budgets and specifications. Design Poole strives to be an integral part of every project team and inspires others to achieve success!

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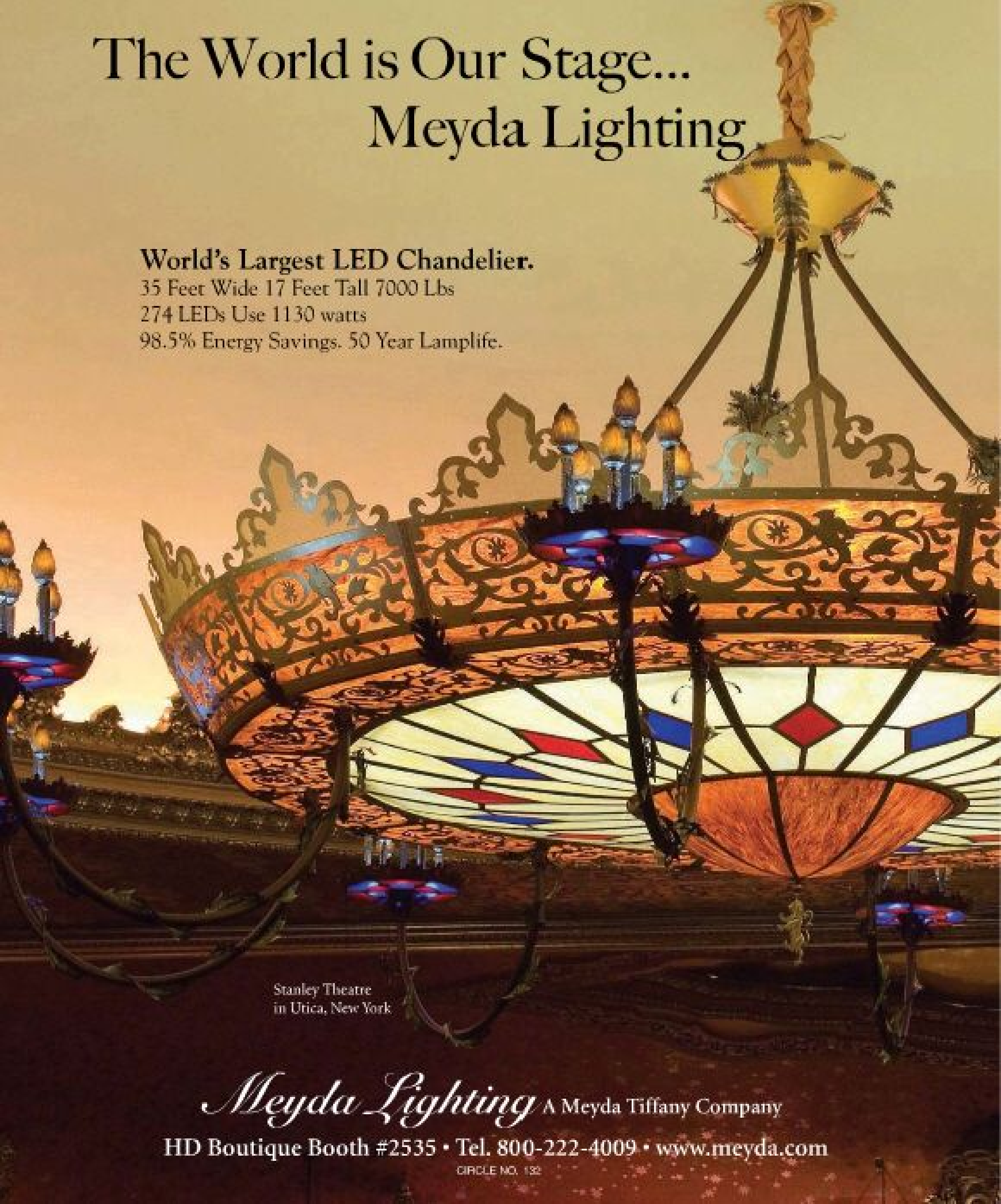
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Green inspirations

PHOTOGRAPHY: HYATT KEY WEST RESORT & SPA

The eco-conscious Jala Spa at Hyatt Key West Resort & Spa finds inspiration in the rhythms of Key West's natural setting

Twenty years after Hyatt Key West (Fla.) Resort & Marina opened its doors, the resort invested in a multimillion-dollar eco-renovation that has been recognized by the state of Florida's Green Lodging Program. The renovation resulted in a new name—Hyatt Key West Resort & Spa—as well as an all-new marine-inspired spa.

Designed in accordance with the renovation's overall greening efforts, Jala Spa was created as an extension of the resort's sanctuary-like escape from Duval Street and to provide a unique spa experience reflective of Key West's local culture and rich natural environment. "Of course, it was also created to capitalize on the emerging spa market here in the Florida Keys," says spa director Paulette Scarpine. "Nowadays, discerning travelers expect spa facilities at upscale resorts. So we met that demand and added a perk—we went green."

Jala's concept is captured in its name, which means "water" in Sanskrit. The spa celebrates this vital source of the island's natural beauty and culture with marine-inspired treatments, all-natural products and ongoing donations through a partnership with the Reef Relief Organization.

Good things, small packages

The intimate 1,100-square-foot spa comprises a lobby/retail area, two multifunctional treatment suites with private relaxation areas, including one singles treatment room, one couples' treatment room, and three private poolside spa cabanas.

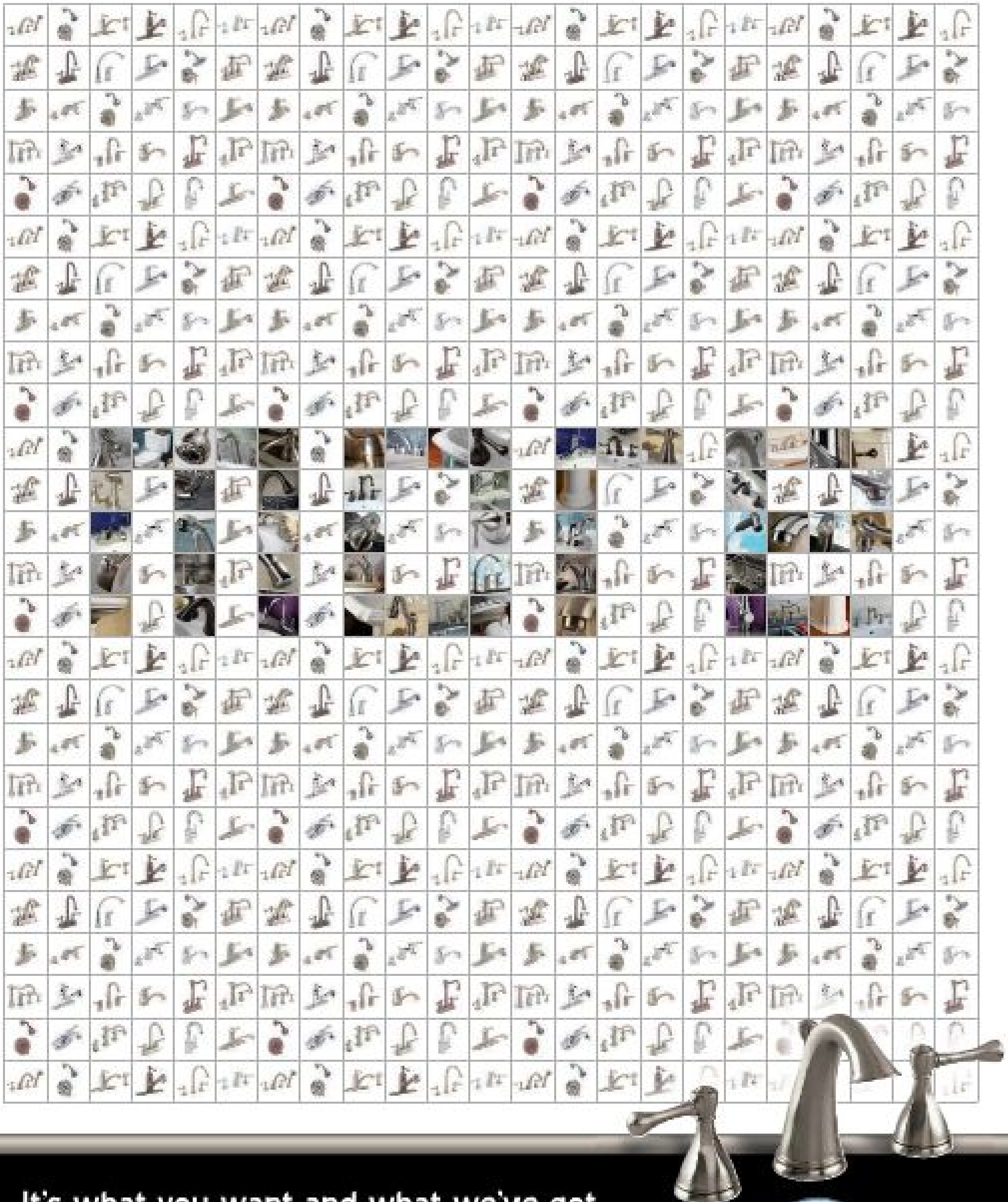
When selecting the number and type of treatment rooms for the spa, an emphasis on creating a personalized experience, along with finance, came into play.

"In our initial plans, we had considered converting an entire floor into the spa," says general manager Susan Santiago. "Upon completing the financial analysis, we decided to keep the remainder of the floor as guestrooms, given the profitability factors. As we always aimed to provide an intimate, personalized setting, we chose to limit the main facility to two treatment rooms and to extend the spa outside onto the pool terrace with private cabanas."

Despite its modest size, Jala is unique to Key West. The spa offers the largest treatment rooms on the island, with facilities that can accommodate a range of treatments and beauty services. But most importantly, they are designed to be guest-centric. Private steam showers and changing facilities are located inside each treatment room, so guests are not "transported" from room to room for their spa experience. As Scarpine notes, "Guests can arrive, enjoy their treatment, shower, and relax all in one sanctuary. The cabanas by the pool could not house the same facilities, but their location allows us to bring services to the guest as they relax in a soothing environment."

The spa was created from two former guestrooms that were chosen for their location in a self-contained section of the building, with no rooms on either side and only administrative offices below. "The

SERENE SANCTUARY A hydrotherapy tub in the couples' suite is perfect for romantic pre- and post-treatment soaking. (Above) Poolside treatment cabanas are an ideal site for alfresco soothing.



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SECLUDED BLISS Private steam showers and changing areas allow guests to enjoy their spa experience in one place.

location is ideal," Santiago says. "It occupies an integrated part of the resort but achieves a secluded feel. It also provides easy accessibility to our guests because it is located on the first floor of the building, just off the lobby."

Jala's interior design takes its cues from the simple beauty and healing properties of water. It also functions as an extension of the resort's new "tropical modern" concept by design firm Morrison Seifert Murphy. Chosen for its ability to produce elegant integrations of architecture, interiors, and landscapes, the firm's new design imparts an intimate spa-like quality throughout the resort that finds its most succinct expression in Jala's design. Earthy tones and textures welcome guests to Jala's serene lobby, with its bamboo flooring, a stone mosaic feature wall, upholstered lounge chairs, and glass retail display. Treatment rooms extend this organic essence with customized decors of bamboo veneer, Corian millwork benches, and shower/bath areas aglow with glass mosaic accent walls and frameless, acid-etched glass doors. Punctuations of bright blue and turquoise capture the essence of the resort's ocean views. Both rooms open onto private outdoor relaxation areas. Located poolside, the spa's three cabanas have been crafted of white canvas in clean, minimalist lines that complement the simplicity of the pool's crisp azure water.

When designing the spa menu, Scarpine and Krista MacClennan, spa operations manager for Hyatt Pure, devised a series of themes that reflect different aspects of water, including Waves, Glades, Beach, Reef, Heat and Deep.

"Our goal was to create an oasis within the oasis of the resort, and we've reflected this in the decor and menu," she says. The spa features only all-natural product lines, including Payot Paris, locally made Key West Aloe toiletries, and a line developed exclusively for Jala by Deborah Kelly of LeHerbiere Spa Products.

Menu creation and products

When designing the spa's menu, the most important issue for spa director Paulette Scarpine was that it reflect both the energy of Key West and the spa's water concept. To organize the menu, six themes were developed, each representative of a different, dynamic aspect of water. A wellness-result component was then added to drive protocols. Thus, treatments inspired by the rhythmic Waves are designed to soothe and relax. Treatments that draw from the Glades seek to nourish and balance. Beach treatments brighten and inspire a glow, while the powerful, regenerative energy of the Reef helps guests recover and renew. Heat treatments energize and revitalize, and the vast Deep of the surrounding ocean inspires treatments that dig deep to detoxify and target trouble spots.

All treatments are 60 or 90 minutes in length and start with a welcome cup of herbal tea, an aromatic steam, and a Welcome Foot Ritual. The spa's signature treatment is the Jala Blue ($195, 90 minutes), which includes a full-body exfoliation with the spa's custom-blended Blue Mojito Scrub followed by a refresh facial and full-body application of Shea Butter Finishing Crème. Other signature treatments include the Key Essential Massage ($185, 90 minutes), a treatment that features Thai, hot stone, and Swedish massage techniques.

The resort has achieved "One Palm" designation from the Florida Green Lodging Program, which means it has made eco-focused efforts in several operational areas; an active "Green Team" has been formed; and the property operates in compliance with all applicable environmental laws and regulations. In keeping with the resort's commitment to environmental sustainability, spa treatments feature only all-natural products. Payot Paris, which is derived from herbs, plants, and minerals, was selected as the spa's primary professional and retail product line. Deborah Kelly, the proprietor of LeHerbiere Spa Products, designed a series of exclusive products for the spa, including six custom-blended aromatherapy oils to align with the menu concepts, the Blue Mojito Scrub, and the Cuban Coffee Body Glow. Toiletries by Key West Aloe are used in the shower and restroom facilities. The local company designs its products to capture the colors and style of Key West and formulates them for the tropical climates of the South and the Caribbean. "These products are perfect for creating the Key West experience at Jala," adds Scarpine. "They are silky and lightweight and many have a sun protection factor."—*C.F.*

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CIRCLE NO. 144

According to Santiago, the resort used Spa Equip to order all equipment for Jala Spa. "They are the main distributor for Hyatt Pure Spas, with the most extensive inventory listing and the highest quality products we've found," she says. The company's familiarity with Hyatt also ensured that Jala shared the same high-quality standards found at all Hyatt spas. The spa features Antigua Salon Top treatment tables from Oakworks, which are all-electric models with foot control for height adjustments and remote activation for back and leg lift. Hot towel cabbies by TouchAmerica fit under the tables for easy access. Steamers are by Quintet, and magnifying lamps are from Silhouet-Tone. "The Kohler Sok Tub in the couples' suite was a particularly decadent selection. Says Scarpine, "Its infinity-edge design makes for a luxurious bathing experience, and the tub is filled from the ceiling in a steady stream."

Equal care was taken with the selection of the spa team. The spa retains six staff members, including one lead concierge to handle administrative tasks and to guide the guest arrival and departure experiences, four massage therapists (one full-time and three on call), and one part-time esthetician. In the hiring process, the primary focus was placed on "selecting the most qualified and highly trained individuals, but we also insisted on service providers who were very customer-service oriented," Scarpine says. "At Jala Spa, the experience centers around the guest, and it is vital that all staff members are attentive to this."

NATURE'S NEUTRALS Soothing neutral shades add to the spa's natural appeal.

Both Scarpine and Santiago agree that, in hindsight, there are a few areas that they would have planned differently, such as allowing greater time for the permit process and construction. "Because the spa's construction was tied to the overall renovations taking place at the resort, we were continually delayed as work was redirected to other areas of the property," Scarpine says. "The same is true of the permit process in Florida. It would have been a lengthy process regardless, but because our permit was rolled into the resort, we couldn't start anything until the entire resort was cleared."

Despite permit and construction delays, Jala Spa opened only a few months behind schedule and a mere 5 percent over budget, due primarily to the added expense of custom-designed items and copywriting expenses for the menu. Jala also launched in ample time to show itself off for a national press group last November and for the resort's Green Certification ceremony in December, attended by Key West's mayor and a host of local press.

—Carina Frantz for American Spa magazine, a Questex Media publication. Go to www.americanspamag.com.

Ecological commitment

Jala Spa was built, and is operated, as an environmentally conscientious spa. Along with the greater resort, it holds official "One Palm" designation from the Florida Green Lodging Program. According to the resort's Green Team leader, Sixto Ramirez, the eco-compliance was no simple achievement, but it holds significant rewards. "Our greatest reward is, of course, our contribution to the environment, both locally and globally. But government and local agencies are also continually creating more incentives for eco-initiatives. For instance, in Florida, anyone on government business is required to stay at green-certified hotels. The initial cost of compliant materials is also not great, and nowadays a vast variety of options exist for construction with environment-friendly products." The resort and spa's ultimate goal is to achieve "Three Palm" status, which means it has followed a prescribed eco-focused path for three years. At Jala Spa, sustainable practices include:

- Partnership with the Reef Relief Organization—each time the spa's signature Jala Blue treatment is booked, the spa contributes $5 to the Reef Relief Organization, which strives to preserve the coral reef that surrounds Key West. For add-on Jala "boosters," the spa donates another dollar.
- The spa supports locally made products, including Key West Aloe products and aromatherapy oils from LeHerbiere Spa Products, which are made with locally grown plants and herbs. It also uses only all-natural products.
- Plyboo, a renewable resource, has been used in the spa's wall veneers, furnishings and lobby flooring.
- Trex decking, a reclaimed wood and plastic material, has been used to surround the pool terrace where the spa cabanas reside.
- A water-softening system has been installed, which requires less water and chemicals when doing laundry.
- Showerheads are low flow, at 2.5 gallons per minute.
- The spa purchases 5 percent green power.
- Exit signs use LED lights.
- Whenever possible, environmentally friendly cleaning products are used.
- Air filters have a Minimum Efficiency Reporting Value (MERV) of 8, which is significantly more efficient than traditional air filters.—C.F.

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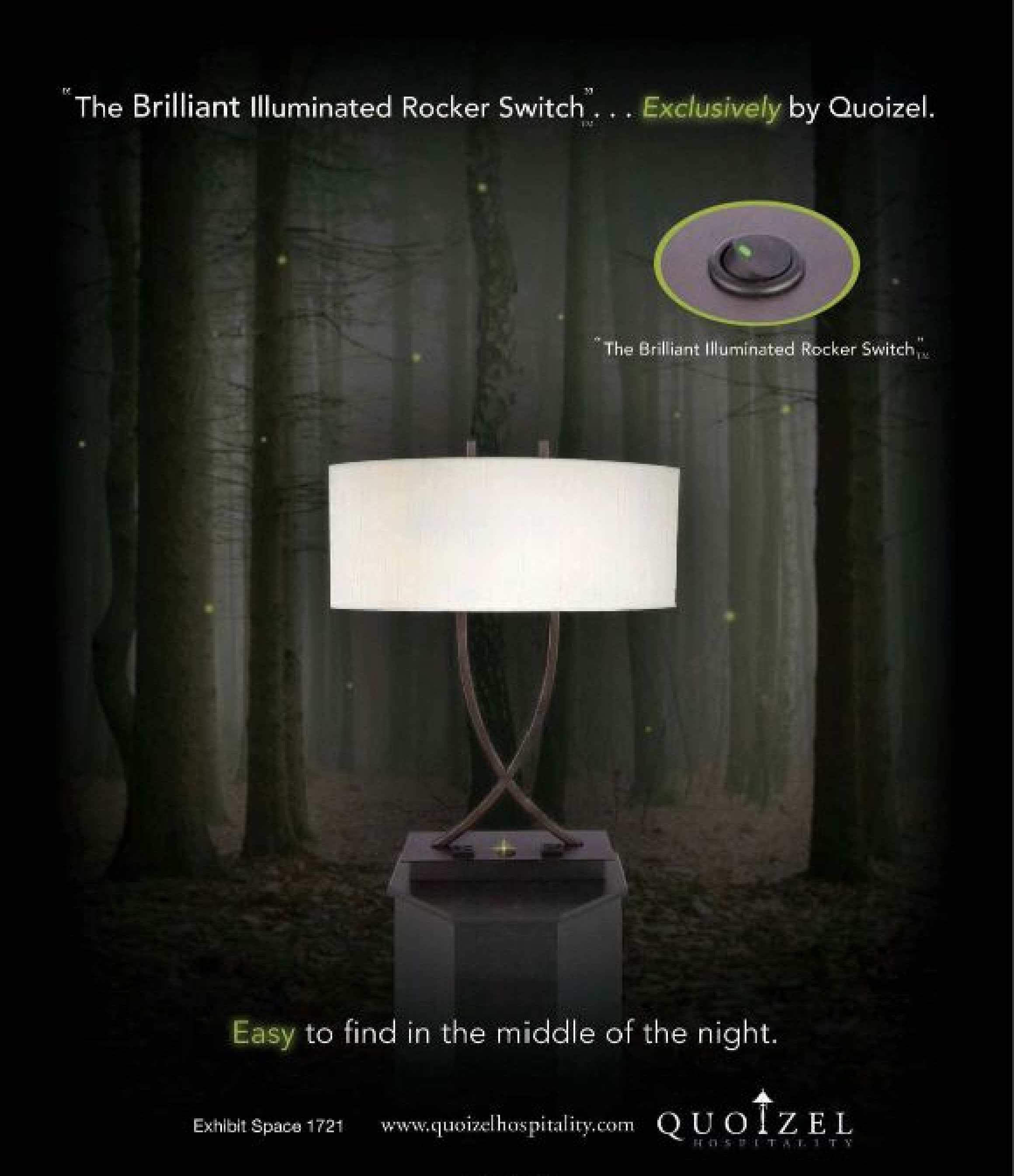
The form of the NUBE armchairs from STUA combines straight, outside lines with an inner curve—highlighted by contrasting colors. The frame is made of solid chromed steel.
stua.com
CIRCLE 216



CIRCLE NO. 140

Simple serenity

Shangri-La creates Zen in Xian, China, with minimalist architecture and rich design

PHOTO CREDIT / **KERUN IP**

Shangri-La Hotels and Resorts is one of the most recognizable brands in Asia, so when designing the Xian, China, location, Andrew Chiu says he knew there were elements historically associated with its grandeur that had to be incorporated.

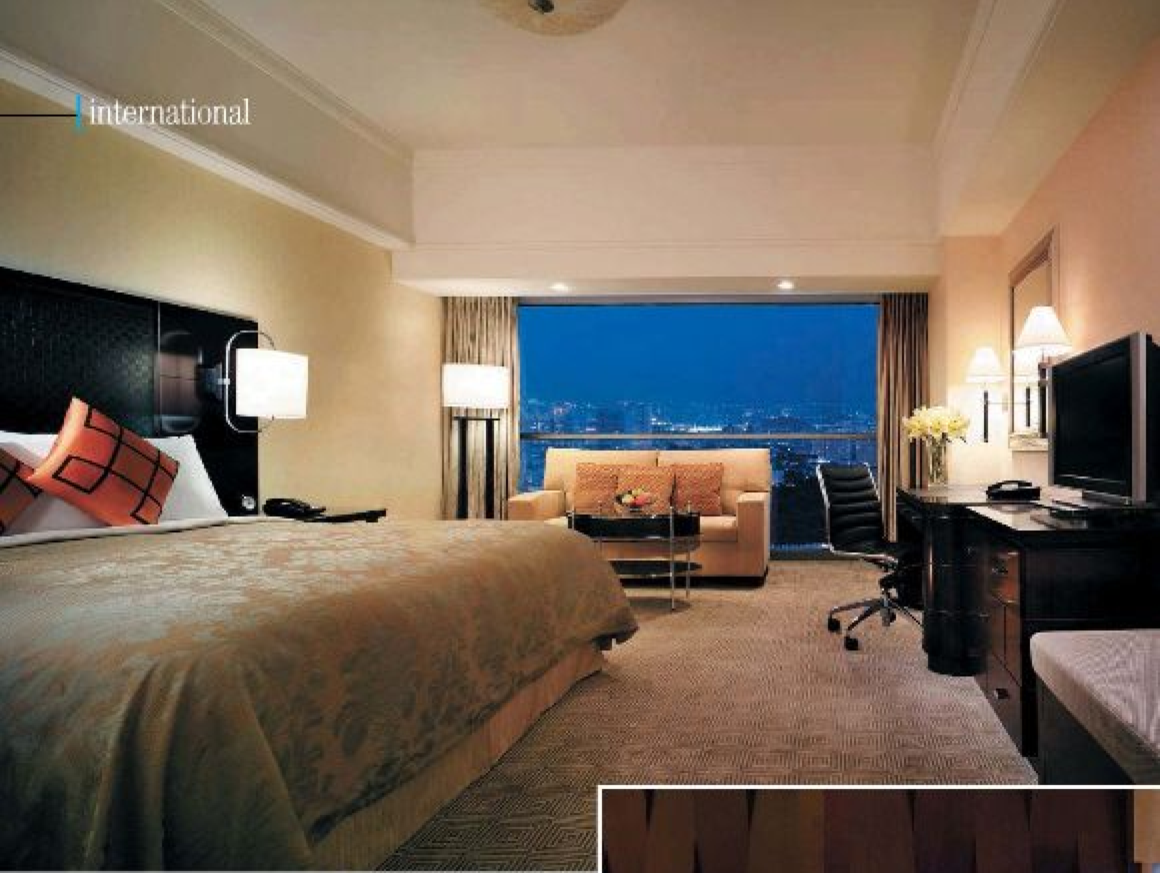
The end result was a balance by DiLeonardo International of the European colonial architecture and Chinese-influenced art that are characteristic of Shangri-La properties with a minimalist approach void of excessive moldings and trimmings. The effort created an overall sense of Zen, says Chiu, a principal and design architect with the firm.

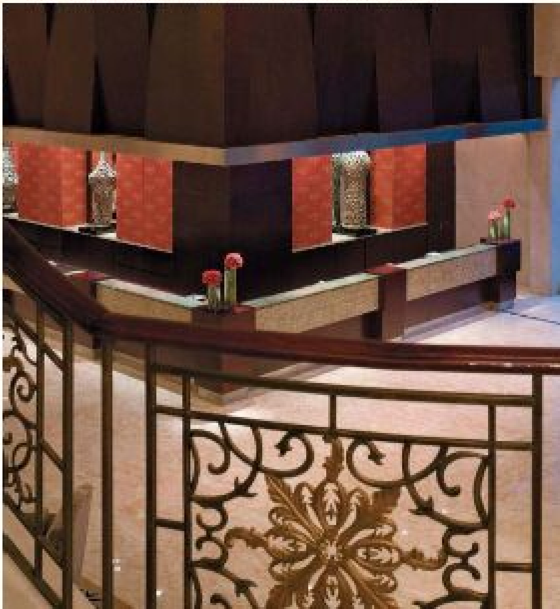
The Xian region of China is rich in history and serves as one of the oldest cities in the nation. DiLeonardo drew upon that past, using historic structures, unearthed objects, stone carvings, silk screens and glazed ceramic figures in the design.

Other elements were inspired by the local geography, bodies of water and regional colors and graphics.

One architectural feature consistent with all Shangri-La hotels is the use of chandeliers, but Chiu says this property was taken further with the incorporation of a grand staircase as well that connects the ballroom level with the lobby.

While material prices varied greatly in Xian, Chiu says DiLeonardo worked with the





ROOM WITH A VIEW
Guestrooms like this horizon room (above) at the Shangri-La, Xian are designed in soft blue, taupe, yellow and cream, with dark leathers added for a dramatic effect. The front desk (right) was given a contemporary feel with lighted wood paneling joined with Chinese-influenced artwork.

Shangri-La in-house team to locate affordable sources. Pairing with the local labor force, the staircase was a result of one of those fortunate findings.

"Guests will be wowed by the wrought iron work of the stair railings, mirror work in the elevator cabin and the ballroom," Chiu says.

The signature chandelier was not forgotten either.

Chiu says the firm created one of the largest chandeliers to be used in any of the Shangri-La properties to set a tone of luxury and grandeur in the lobby lounge.

However, Chiu says he is most proud of one item that began as a small idea—wood paneling combined with a bit of lighting over the front desk that added a level of contemporary sophistication to the otherwise serene surroundings.

"It's not very noticeable, but that's why it's so great," Chiu says.

— *Jennifer Kovacs*

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GRAND GESTURE The grand staircase [left, right] was created by DiLeonardo with use of intricate wrought iron railings and joins the lobby with the ballroom overhead. The color palette of floral tones that was used throughout the property can be seen there, as well as in both the guestrooms and lobby lounge [below].

PROJECT SPECS

Project: The Shangri-La Hotel, Xian, China

Timeline: late 2004-March 2008

Design firm: DiLeonardo International

Owner: Shangri-La Hotels

Design Team: Jose Olivares, project architect; Bob DiLeonardo, project designer; Drew LeClair, senior designer; and Andrew Chiu, principal designer

Architect of Record: Wong & Tung International

SOURCE LIST BEGINS ON PAGE 86

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Roomlinx and The Jet Hotel, a boutique property in Denver, are teaming to offer guests all of the above on an in-room technology platform. Roomlinx is a television-based system that gives guests instant access to media and entertainment with the click of a button.

"Let's give the guest what they want," says Mike Wasik, CEO of Roomlinx. "Let's not nickel and dime them. Let's offer them a bundled experience based on customer experience."

The Roomlinx system integrates a wireless keyboard and remote control with a built-in mouse to provide the guest with television and high-speed Internet access. From the television display, a guest also can access hotel services, video on demand, DVR capabilities, local sports and weather updates, streaming music, iPod capabilities and Web-based games.

It's what some call a "virtual concierge."

"I don't think it will replace the concierge," Wasik says. "We could actually put the system at the concierge desk, or maybe have an unmanned kiosk, where guests can look things up and then print them out or send them to their BlackBerry."

The Jet was the first installation for Roomlinx. The response has been overwhelming, Wasik says. In June, Roomlinx announced a partnership with The Kessler Collection to install the system at all new hotels, starting with The Bohemian Hotel Asheville Biltmore Village in Asheville, N.C., in December.

"The technical platform is the key," Wasik says. "It is a very flexible Windows-based platform. Version two will include the ability to allow the guest to customize the interface so that when they turn on the TV, maybe they see a picture of their family."

Roomlinx provides an integrated platform that lets guests conveniently access hotel services and a variety of in-room media.

Prepare for the future

Before a hotel adds all the bells and whistles, the infrastructure must be there to support them. Many in-room entertainment technologies rely on a system of cables, servers, nodes and communication devices behind the scenes to deliver the best guest experience.

Marriott International teamed with AT&T and recently finished its first converged network for voice and data transmission at the Renaissance Boston Waterfront Hotel.

The network was built on standards established by Hotel Technology Next Generation and will provide wired and wireless solutions for guests.

"Today, if you go to different hotels, there are multiple networks running—some wired and some wireless—and there are various sourcing strategies, whether sourced in-house or out," says Ed Goldman, VP of technology strategy and operations planning for Marriott.

"Several years ago, we envisioned as close to a flat network as possible that allows you to manage everything under one environment. We've partnered with AT&T to deliver a first generation of that network."

Goldman calls it "future-proofing" the hotel, saying the demand for in-room controls and in-room video on demand is already soaring.

"We have to be able to enable better bandwidth, better controls and easier use," he says.

Goldman says the network was set up to handle future connections, such as Internet Protocol television, lighting and temperature controls, and the ability for a laptop to communicate with the in-room display wirelessly.

– Jason Q. Freed

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CIRCLE NO. 117

Everything old is new again

▲ SANCTUARY ON CAMELBACK MOUNTAIN

Scottsdale, Ariz.

A new outdoor bar, edge, opened at the Sanctuary on Camelback Mountain, a luxury resort in Scottsdale, Ariz. Sitting on Camelback Mountain's northern slope, the hotel and bar offer views of Paradise Valley. The bar, designed by Phoenix designer Hayes, occupies a wooden deck, jutting in front of, but slightly below the resort's signature restaurant elements. Sleek and inviting outdoor sofas invite guests to view the Sonoran sunset, but seating at the outdoor locale is limited to 30, keeping an intimate atmosphere at edge.

The bar now features an "elevated mixology" concept to put cocktails front and center, then offers snacks and small plates as support.

The edge staff underwent a week-long "cocktail reculturization" where bartenders were taught to "liquid cook" with ingredients in their raw form for truest flavor and servers were trained in the history of cocktails.

▲ CHICAGO RIVER NORTH MARRIOTT

Chicago

HOK Chicago completed a hotel project in which one tower houses two Marriott-branded hotels: a Marriott Residence Inn and a SpringHill Suites. The entire building houses 523 guestrooms, and the hotels share a shuttle elevator entrance at street level. Adjacent mezzanine-level lobbies serve as connecting elements to the amenities offered by each hotel, including the building's two restaurants. The Residence Inn on the south side of the building features horizontal architectural expression, and the SpringHill Suites on the north side features a vertical design through a wide band of precast concrete.

▶ SOUTHERNMOST ON THE BEACH

Key West, Fla.

Designed by Nuhouse Design Associates, Southernmost on the Beach will unveil five new buildings with 80 ocean-view guestrooms, a junior suite and three penthouse mini-suites. Blue and white batik-inspired drapes reference tropical islands, while the dark mahogany furniture, color scheme and ocean views suggest a private yacht, especially the convex mirror above the bed shaped like a porthole. All guestrooms have a private balcony and ocean views, and the floors are porcelain tile manufactured in planks to mimic wood flooring.

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▲ INN OF CHICAGO MAGNIFICENT MILE

Chicago

The 357-room Inn of Chicago Magnificent Mile unveiled a $1.1-million renovation to its top floor Sky Suites and the 1,500-square-foot Outdoor Skyline Terrace. Guestroom walls in the Sky Suites are clad in a white organic wallcovering and paired with a blue-gray striped carpet, while fabrics are a contrast of avocado green and deep blues. The art and furniture are a mix of linear modernist shapes with hints from the past, including dark brown wicker-like woven love seats and chairs complemented by celadon, cream and brown striped cushions. Doris Hager & Associates renovated the 22nd floor suites.

▲ SANTA CRUZ DREAM INN

Santa Cruz, Calif.

The vision of the 165-room Santa Cruz Dream Inn, a Joie de Vivre hotel, was to incorporate the essence of Santa Cruz into the iconic building, using five words or phrases that fit the personality of the hotel, the community and the guests: "young at heart," "worldly," "eclectic," "organic" and "dreamy." The end result is a mix of eclectic touches and a natural, laid-back atmosphere. The redesigned pool and lounge areas overlook the ocean, and each of the retro-chic rooms feature balconies with views of Monterey Bay. All rooms include iPod docking stations and flat-screen, high-definition TVs. The meeting spaces at the Dream Inn will reopen in spring 2009, as well as Aquarius, a new restaurant offering a sustainable, organic menu.

During a contest this year, the community was invited to rename the Coast Santa Cruz Hotel. More than 800 suggestions were received, and the decision was made to restore the hotel to its original name.

◀ NYLO PROVIDENCE/ WARWICK

Warwick, R.I.

NYLO Providence/Warwick opened in September as the first NYLO in the Northeast. Beyond the entryway, pod chairs hang from soaring ceilings, and in The Loft, NYLO's signature restaurant/bar, chandeliers are shaped like sea coral and tables have Plexiglas tops with embedded seashells. The 163-room property was designed by Stephane Dupoux.

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DESIGN FIRMS: WE WANT YOUR PROJECTS!

If you have a completed hotel-design project that you would like considered for inclusion in the print or electronic versions of Hotel Design, follow these steps:

Each submission should include the following material:

No more than a two-page typed description of the property, including the property name, dates of construction, whether the project was new construction or renovation, a summary of the project's principal features—including design intention, challenges, resources, budget and the project's owner. Other specs can be included as warranted.

- A minimum of seven (7) and maximum of 12 photographs of the property. The photographs must be burned onto a CD-ROM, and must be at least 8 inches by 10 inches in size and a minimum resolution of 300 dpi. The photographer's name and contact information must be included. Accepted formats are .jpg and .tif.

- A low-resolution print of the submitted photographs.

- A specific source list of all items and materials used in the project including contact information (website and/or address and phone number).

- The complete name of the design firm handling the project. Include a complete mailing address, e-mail address and phone number.

- A list of the project team's members, including titles and contact information. Please specify the primary contact on the team.

- A list of contributing professionals who worked on the project.

Submissions that focus on a specific area of a project (guestrooms or public space, for example) could receive preferential treatment.

Design firms that submit all of the requested information will receive first consideration. There is no deadline for submissions as Hotel Design's 2008 schedule includes plans for print and electronic versions throughout the year. All segments and classes of hotels will be considered for inclusion based on design inspiration.

EDITOR'S TIP: To ensure accuracy, please consult with all contributing members or companies before submitting the project.

Packets should be shipped to:
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BBG-BBGM creates green headquarters

Architectural and interior design firm BBG-BBGM relocated its New York City headquarters to the Empire State Building. Managing partners Luis R. Hedgecock and Julia Monk signed a 15-year lease on the 32,000-square-foot 25th floor, leaving its previous location on Madison Avenue for the first time since its founding in 1984. The new space is designed to reflect the firm's commitment to sustainability and optimizes natural light.

Cray Bauxmont Flynn

Sfa welcomes Flynn

Cray Bauxmont Flynn has joined sfa design as a senior designer. Having studied architecture in Rome and continuing his education at Ecole des Beaux-Arts in Paris and the Royal College of Art in London, Flynn is well-versed in classical European design. He has worked with London-based Marlis Design, New York City design firm Champalimaud and Associates and founded and headed Bauxmont Flynn Design Studio in San Francisco for seven years.

Hotel Indigo wins design award

Hotel Indigo in Newton, Mass., was given the award for Best Hospitality Design by the International Interior Design Association of New England. The hotel's design team was included among the more than 300 designers, architects, brokers, contractors and vendors that won. The IIDA program is aimed at celebrating the interior design profession.

SUPPLIER NEWS

WILSON ASSOCIATES, with furniture company Mark David and feng shui consultant SynerCh'I have launched Prosperity. This nine-piece bedroom set honors the ancient principles of feng shui, drawing from five natural elements (fire, water, wood, earth and metal) to create a harmonious balance.

PARADIGM TRENDS will open its first office in India. The company has been importing home, bath and bar accessories from India for more than 25 years.

AMERICAN OF MARTINSVILLE announced a manufacturing alliance with Moonart Furniture Group, a manufacturer of upscale custom furniture based in the British West Indies and Nanjing, China. Also, AOM will introduce its newest design concepts at the International Hotel/Motel & Restaurant Show, which will include a chaise, console and headboard designed by Ziccardi Designs of Southern California.

BRINTONS appointed Gepfert & Associates as its Ohio representatives. Bonnie Gepfert and Mickey McCarthy work directly with Brintons' customers while based in Cleveland and Cincinnati, respectively. The two are interior designers with advanced education and experience with contract, hospitality and residential projects, most recently serving as sales representatives with Design Origins by Shaw.

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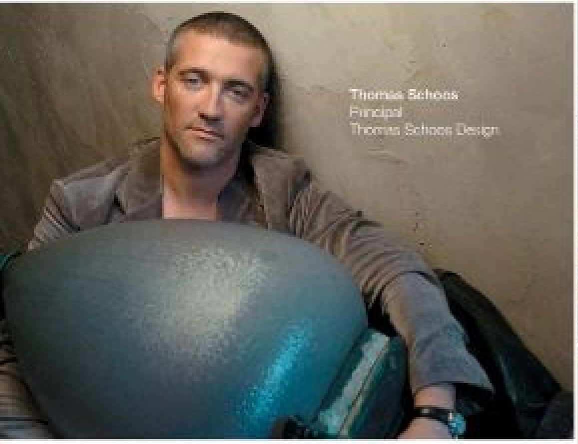
Thomas Schoos



Thomas Schoos
Principal
Thomas Schoos Design

MODERN COMFORTS Thomas Schoos uses fire and candlelight in the Huntley Hotel (above) to create a feeling of warmth. A guestroom at The Hotel Frank (below) shows off Schoos' sense for a simple, evergreen design that still has a touch of whimsy.

Thomas Schoos came to the U.S. on a vacation from his native Germany in the mid-1990s, but soon enough Los Angeles became home. And since then, he's been very busy.

His success as a designer was not immediate, but one that took time, patience and a few strokes of luck. When Schoos arrived in L.A., he met Michael Berman, who helped Schoos open his first design studio in 1996.

That was the first step in building Schoos' vision from the ground up. Today the two operate Thomas Schoos Design, with Berman serving as president and CEO.

The lifestyle design firm based in West Hollywood on trendy Santa Monica Boulevard provides services for commercial and residential clients (Schoos has even tackled the homes of celebrities like Will and Jada Pinkett Smith, Tommy Mottola and Ashlee Simpson), and the designer at the forefront of it all has entered another ring with several hotel projects now added to his list of accomplishments.

Schoos took on the overhaul of the historic Huntley Hotel in Santa Monica, creating a chic and sophisticated boutique property that received plenty of acclaim and often is mentioned in the pop culture arena thanks to its Hollywood clientele.

Next on his list are the transformations of San Francisco's York and Maxwell hotels into what are now known as Hotel Vertigo (the very one from the Alfred Hitchcock film of the same name) and Hotel Frank.

The properties were purchased in 2007 by Personality Hotel Group and are slated for completion this winter. Included in the scope of Schoos' work on the properties also will be the design of the first signature restaurant for celebrity chef Tyler Florence inside Hotel Vertigo.

Q: How would you describe your design style?

A: Contemporary with an eclecticism to it.

Q: What inspires you the most when taking on a project?

A: The location, the philosophy, the operator. I really interview people before I start. They sometimes get startled because I say, 'I'd like to interview you because maybe we don't fit.' There are usually two interviews on their philosophy and what

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they'd like to bring, like branding and marketing.

Q: What would make for a bad fit?

A: Timeframes, bad management, if the philosophy that they built doesn't fit, and if I don't think it will be successful, I won't do it.

Q: Having designed various kinds of spaces, what do you enjoy about hotel projects?

A: You can make a fantasy life come true for people who are not going to do more vivacious designs for their own homes. My designs are different than other hotel designs, but they're manageable as homes as well. I like sustainable design. I like to push the envelope far enough that it looks unique and different, but it becomes evergreen.

CONTEMPORARY ELEGANCE
Schoos renovated the Huntley Hotel (below left), creating a chic hotspot, while his overhaul of the Hotel Vertigo (below right) unites fresh design with classic Hitchcock cool.

Q: What do you consider a signature of your design?

A: Fire. Fireplaces, candles, gas lanterns, fire pits … there is always something like that involved.

Q: Why fire?

A: It's the soft glow, the warmness. I've never met anyone in my life who says, 'I hate candlelight, I hate firelight.' It makes people feel comfortable in a space they've never been. It's the simple things that people forget about that are so obvious.

Q: What recent design trend has been the biggest success?

A: I say this very, very carefully, and it's the boutique-designed hotel.

It's going toward a unique approach to a traveled feel or even to having a strong brand. I would say the innovative boutique feel is the new way to go, and I think there are only a few companies in the world who do it. The trend to have open showers and a plasma TV on the wall will very soon be dead.

Q: You got your start by selling your artwork on the street. What is your advice for someone entering the hotel design field?

A: I always say, 'If you want to know how pizza is made, make one and you know all the ingredients.'

I think it's the same when you learn culture, when you travel, when you build something from the ground up. There's something really rewarding with it when you know the back-of-house operations.

Q: What was the coolest property you've been involved with, one you really enjoyed working on?

A: Almost every one or I would not do it. One is LAX (Nightclub) at the Luxor (Las Vegas) because we did something really painful to design and to build … there were undulating walls. To get sections and backgrounds done became a painful job. Almost all of the walls had no 90-degree angles.

Q: What lessons have you learned over the years about hotel design?

A: I would say if you really have a strong vision, most likely the other end will be receptive to it, but you really have to be a good salesperson. You have to have a vision and a strong opinion, not be opinionated. It's a very different thing. You have to have a strong voice of what your vision is.

At the end of the day, it's very rewarding. The bad part is it's not your own. You have to let it go. You have to let your babies go.

Q: Where do you go to relax or take a vacation? More importantly, where do you stay?

A: Unknown small hotels. I like the little pocket listings that nobody knows. But due to my travel schedule, I live in hotels. My work and my life is my vacation. I don't take huge vacations.

—*Jennifer Kovacs*

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CIRCLE NO. 121

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Not all items are shown in photos

Bath trends

Bath trends PAGE 16	CIRCLE #
Palazzo Baths	200

Waterworks

Waterworks PAGE 18	CIRCLE #
Produits Neptune	205
Neo-Metro	206

Green focus

Green focus PAGE 28	CIRCLE #
LG Electronics	220
Inncom	221
Valley Forge	222
LSI Wallcoverings	223
Victor Innovatex	224
Architectural Systems	225

Window treatment focus

Window treatment focus PAGE 42	CIRCLE #
Fiorio Collection	207
Bella-Dura	208
Conrad	209
Kravet	210
Fabricut Contract	211
Draplux	212
Lutron Electronics	213

Form & function

Form & function PAGE 62	CIRCLE #
Inova	214
Baker Furniture	215
Stua	216

On the surface

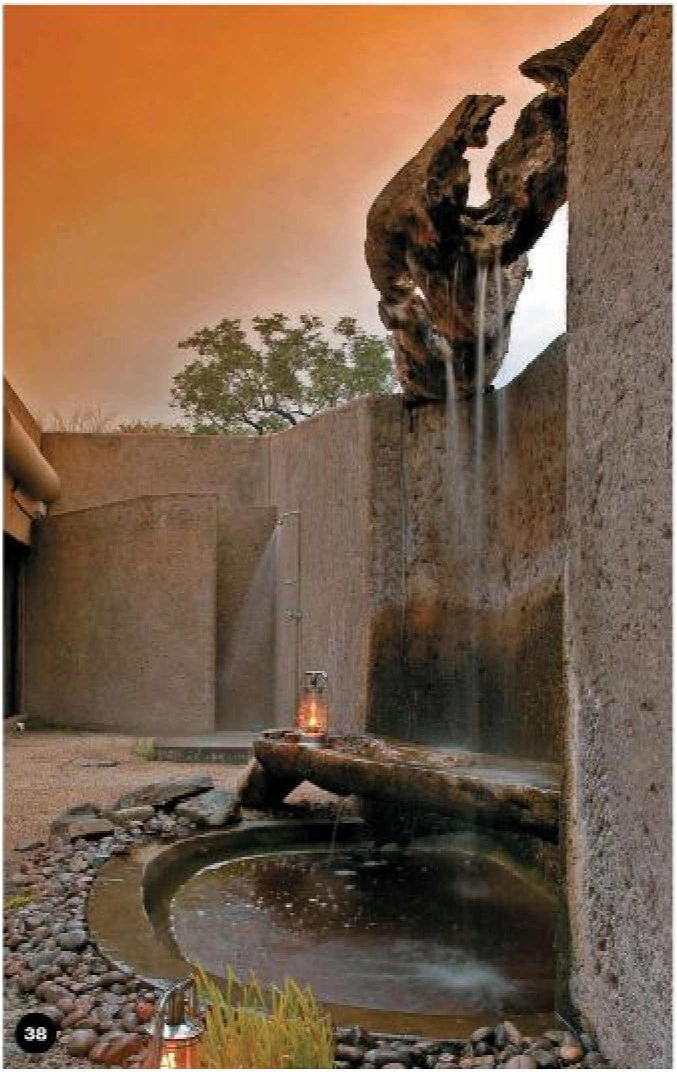
On the surface PAGE 78	CIRCLE #
Brintons	217
Mincey Marble	218
Perennials Fabrics	219

Green hotel

Green hotel PAGE 36-40	CIRCLE #
SABI SABI EARTH LODGE	
Linens: Chrysalis Linen	250
Natural wood furniture: Geoffrey Armstrong	251
Bespoke furniture: Brave New World	252
Glassware: Ngwenya Glass	253
Tableware: Royal Doulton	254
Earth Nature Spa Products: Thelgo	255
Stone bath and basin: Wonder Rock	256

International

International PAGE 64-68	CIRCLE #
THE SHANGRI-LA HOTEL XIAN	
Lobby/lounge	
Carpets:	
Taiping	257
Shanhua Carpet	258
Carpet Associates	259



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Lamps: Kai Lai Lighting Manufacturing Ltd. 261
Fabric:
Cetec Ltd. 262
Donghia (Altfield Interiors) 263
Sankon Limited 264
Chandeliers: Ricardo Lighting 265
Artwork: Sandra Walters Consultancy Ltd. 266
Prefunction
Fabrics:
B. Berger 267
Donghia (Altfield Interiors) 268
Scalamandre (Altfield Interiors) 269
Bench leather: Gourmet Leathers (Moore & Giles) 270
Wallcoverings: Maya Romanoff
(Goodrich Global Ltd) 271
Auditorium
Fabrics:
Pollack and Associates (Altfield Interiors) 272
Valley Forge Fabrics 273
VIP Room-Board Room
Fabrics:
Rodolph 274
Robert Allen (Sankon Ltd.) 275
Brunschwig (Mercer House Interior Ltd.) 276
Artwork: Citymodel Art Consultant 277
Public Restrooms
Lamps:
Kai Lai Lighting Manufacturing Ltd. 278
Lighting Universe 279
Wallcoverings: Maya Romanoff
(Goodrich Global Ltd.) 280
Guestrooms and Suites
Lamps:
Targetti Lighting 281
Kai Lai Lighting Manufacturing Ltd. 282
Fabrics:
Spring Collection 283
Altfield Interiors 284

Design firms: We want your projects!

If you have a hotel-related design project that you would like considered for inclusion in an upcoming issue of HOTEL DESIGN, **please go to page 76** to learn how to submit your projects.

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Advertiser Index

	PAGES #	CIRCLE #
CUDDLEDOWN www.cuddledown.com	9	102
DESIGN POOLE www.designpoole.com	52	103
EDSA www.edsaplan.com	89	104
FABRICUT www.fabricut.com	3	105
FARMBOY ARTS farmboyfinearts.com	26	106
FURNITURE DESIGN STUDIO www.furnituredesignstudio.com	81	107
GASSER CHAIR www.gasserchair.com	47	108
GERBER www.gerberonline.com	57	109
GOODMAN/AMANA www.amana-hac.com	95	110
GRAND RAPIDS CHAIR www.grandrapidschair.com	43	111
GREAT GRABZ www.greatgrabz.com	79	112
GROUP WEST www.groupwestcompanies.com	48	113
HFS www.hfsc4.com	48	114

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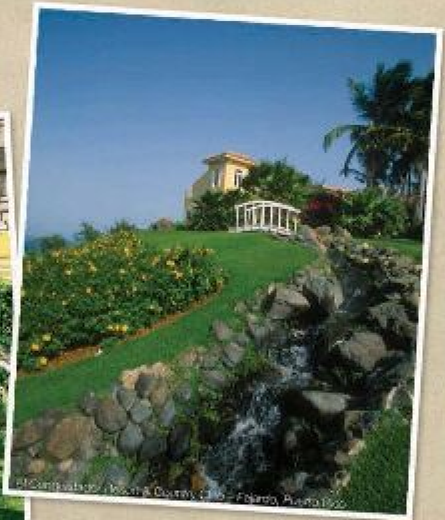

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CIRCLE NO. 104

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Advertiser Index

Advertiser	PAGES #	CIRCLE #
HOTEL FITNESS www.hotelfitness.com	67	115
HOTEL SOLUTIONS USA, INC. www.hotelsolutions.com	33	116
HOTEL TECHNOLOGIES www.hoteltechnologies.com	71	117
HOTEL VANITIES www.hotelvanities.com	81	118
HVS COMPASS www.hvscompass.com	46	119
INDON INTERNATIONAL LLC www.indoninternational.com	45	120
INNCOM www.inncom.com	65	121
JONATHAN NEHMER www.nehmer.com	46	122
JTS FURNITURE MFG www.jtsusa.com/enhome	87	123
KAY LANG & ASSOCIATES www.kaylangassocs.com	48	124
KETTAL NORTH AMERICA, INC. www.grupokettal.com	CVR 2, 1	125
KONI CORP www.designsbykoni.com	38	126
KRAVET FABRICS INC www.kravetcontract.com	CVR 4	127
LEXMARK CARPET MILLS www.lexmarkcarpets.com	41	128
LG www.LGcommercial.com	CVR 3	129
MAJESTIC MIRROR & FRAME, LLC www.majesticmirror.com	20, 21	130
MEDALLION LIGHTING CORP www.medallionlighting.com	61	131
MEYDA TIFFANY 64.9.80.131/consumer/index.asp	53	132
MINCEY MARBLE MFG www.minceymarble.com	17	133
MINIBAR SYSTEMS www.minibarNA.com	15	134
MTS www.mtsseating.com	75	135
NEW DESIGN COR COMFORT www.designcorcomfort.com	31	136
ORANGE ITALIA www.orangeitalia.com	67	137
PANASONIC www.panasonic.com	73	138
PHILIPS www.philips.com	19	139
QUOIZEL INC www.quoizel.com	63	140
RO JONES www.rojones.com	50	141
ROOM SERVICE AMENITIES www.roomserviceamenities.com	83	142
SHIMMERSCREEN www.shimmerscreen.com	77	143
SILVER STATE www.silverstatetextiles.com	59	144
SOUTHERN ALUMINUM www.southernaluminum.com	83	145
SUITE SIMPLICITY www.suitesimplicity.com	7	146
SYMMONS www.symmons.com	5	147
SYNLAWN www.synlawn.com	29	148
TREVIRA www.trevira.com	27	149
UNIQUE AMENITIES www.uniqueamenities.com	35	150
UNIVERSAL TEXTILES www.universal-textile.net/	69	151
WCI, INC www.wcinc.org	43	152

RESOURCE GUIDE

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CIRCLE NO. 160

CIRCLE NO. 161

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CIRCLE NO. 107

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CIRCLE NO. 163

CIRCLE NO. 164

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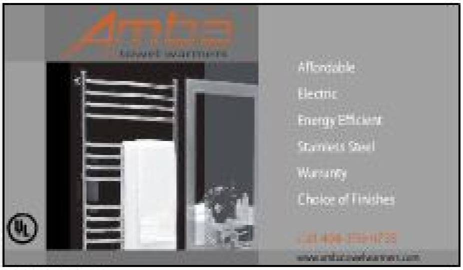

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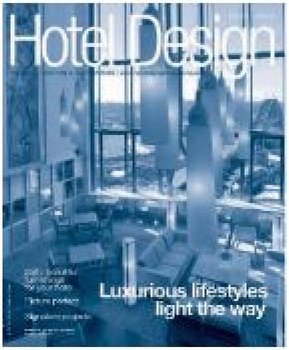

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Please fill in ovals as shown ●

1. Which of the following best describes your business relationship to the hotel, resort or spa industry?
(fill in ONE only)

Architects/Designers

01 ◯ Interior Design Firm designing hotel, resort and spa properties
02 ◯ Architectural Firm designing hotel, resort and spa properties
03 ◯ Contractor/Builder/Developer building hotel, resort and spa properties
04 ◯ Purchasing Firm buying FF&E for hotel, resort and spa properties
05 ◯ Other (please specify) ______________

Owner/Operators

06 ◯ Hotel →
07 ◯ Resort →
08 ◯ Lodge →

If a hotel, resort or lodge, indicate the number of rooms:
1 ◯ 300 Rooms or More
2 ◯ 100-299 Rooms
3 ◯ Under 100 Rooms

09 ◯ Destination Spa
13 ◯ Headquarters or Regional Office: Franchises, Chains, Referral/Management Organizations
14 ◯ Hotel Property/Real Estate Developers/ Independent Developers
20 ◯ Other (please specify) ______________

30 ◯ **Trade, Supplier, Dealer, Distributor or Manufacturer's Rep**

50 ◯ **Other (please specify)** ______________

2. Which of the following best describes your title?
(fill in ONE only)

001 ◯ Owner/President/CEO
002 ◯ Partner
003 ◯ Project Director/Manager
004 ◯ Purchasing Director/Manager
005 ◯ Architectural Director
006 ◯ Sr. Design Director
007 ◯ Other VP/Director/Manager
008 ◯ Interior Designer/Architect/Engineer
009 ◯ Other Design Personnel (please specify) ______________
010 ◯ Other Management Personnel (please specify) ______________
020 ◯ Other (please specify) ______________

3. Owner/Operators (Lodges, hotels, resorts, spas)
A. If more than one, how many properties do you own or operate? (please specify) ______________

4. How many lodging projects have you worked on for hotels, resorts and spas in the last 24 months?
1 ◯ 25 or more
2 ◯ 10–24
3 ◯ 5–9
4 ◯ 1–4

5. Please indicate the number of employees at your firm's address, including yourself:
1 ◯ 25 or more
2 ◯ 10–24
3 ◯ 5–9
4 ◯ 1–4

6. Which of the following functions do you perform in the design/décor process?
(fill in ALL that apply)
1 ◯ Program Planning and Concept
2 ◯ Schematic Designer
3 ◯ Design Development
4 ◯ Architecture Design/Development
5 ◯ Installation
6 ◯ Other (please specify) ______________
99 ◯ None of the above

7. Your firm's total lodging project revenue for the last 12 months? (For architectural or interior design firms only):
1 ◯ More than $10 Million
2 ◯ $5M – $9.99 Million
3 ◯ $4M – $4.99 Million
4 ◯ $3M – $3.99 Million
5 ◯ $2M – $2.99 Million
6 ◯ $1M – $1.99 Million
7 ◯ Less than $1 Million

8. Type of ownership (for hotels and resorts only):
1 ◯ Chain
2 ◯ Franchise
3 ◯ Management Company
4 ◯ Independent
999 ◯ Other (please specify) ______________

9. Which of the following product categories do you purchase, specify, approve or otherwise influence the purchase of?
(fill in ALL that apply)
21 ◯ Apparel
22 ◯ Architectural/Building Products (including electrical, plumbing and other products)
23 ◯ Art & Accessories (including flowers and plants)
24 ◯ Communication systems, services and equipment (including audio/visual)
25 ◯ Furniture, fixtures, equipment (FF&E)
26 ◯ Wall coverings
27 ◯ Fabrics
28 ◯ Lighting Products
29 ◯ Flooring (including stone, tile, carpeting)
30 ◯ Security Systems
31 ◯ Window Treatments
32 ◯ Other (please specify) ______________
99 ◯ None of the above

For important free product/service information, circle the numbers that correspond to the ads you've seen in this issue.

101	120	139	158	177	196	215	234	253	272	291	310	329	348	367	386	405	424	443	462	481	500	519	538	557
102	121	140	159	178	197	216	235	254	273	292	311	330	349	368	387	406	425	444	463	482	501	520	539	558
103	122	141	160	179	198	217	236	255	274	293	312	331	350	369	388	407	426	445	464	483	502	521	540	559
104	123	142	161	180	199	218	237	256	275	294	313	332	351	370	389	408	427	446	465	484	503	522	541	560
105	124	143	162	181	200	219	238	257	276	295	314	333	352	371	390	409	428	447	466	485	504	523	542	561
106	125	144	163	182	201	220	239	258	277	296	315	334	353	372	391	410	429	448	467	486	505	524	543	562
107	126	145	164	183	202	221	240	259	278	297	316	335	354	373	392	411	430	449	468	487	506	525	544	563
108	127	146	165	184	203	222	241	260	279	298	317	336	355	374	393	412	431	450	469	488	507	526	545	564
109	128	147	166	185	204	223	242	261	280	299	318	337	356	375	394	413	432	451	470	489	508	527	546	565
110	129	148	167	186	205	224	243	262	281	300	319	338	357	376	395	414	433	452	471	490	509	528	547	566
111	130	149	168	187	206	225	244	263	282	301	320	339	358	377	396	415	434	453	472	491	510	529	548	567
112	131	150	169	188	207	226	245	264	283	302	321	340	359	378	397	416	435	454	473	492	511	530	549	568
113	132	151	170	189	208	227	246	265	284	303	322	341	360	379	398	417	436	455	474	493	512	531	550	569
114	133	152	171	190	209	228	247	266	285	304	323	342	361	380	399	418	437	456	475	494	513	532	551	570
115	134	153	172	191	210	229	248	267	286	305	324	343	362	381	400	419	438	457	476	495	514	533	552	571
116	135	154	173	192	211	230	249	268	287	306	325	344	363	382	401	420	439	458	477	496	515	534	553	572
117	136	155	174	193	212	231	250	269	288	307	326	345	364	383	402	421	440	459	478	497	516	535	554	573
118	137	156	175	194	213	232	251	270	289	308	327	346	365	384	403	422	441	460	479	498	517	536	555	574
119	138	157	176	195	214	233	252	271	290	309	328	347	366	385	404	423	442	461	480	499	518	537	556	575

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CIRCLE NO. 110

Painting pictures on buildings

▲ KLIP COLLECTIVE

- By projecting video onto architecture, the Klip Collective can transform static objects such as buildings, walls and even coffee tables into a portal to another place.
- The group works with architects, designers, developers, filmmakers, restaurant owners and more to create its patented custom-mapping video installations.
- The group's most recent night lights installation (bottom left) projects six large-scale windows on an exterior courtyard wall of the W New Orleans.
- The projected video interacts with the ambient lighting and colors of the space for a more integrated feel than video layed on a screen.
- Original video content from artist Kime Buzzelli scaled over ten stories on the front and rear of InterContinental Los Angeles Century City hotel (above and top left) in the summer of 2008. All footage was shot exclusively within the hotel.

Klip Collective
314 Brown Street, Studio 100-102
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(215) 733-0776
www.klip.tv

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